

See & Hear

THE NATIONAL JOURNAL OF AUDIO-VISUAL EDUCATION



THE ANNUAL FALL REVIEW OF NEW CLASSROOM FILMS

INCLUDING LISTINGS OF AUDIO-VISUAL MATERIALS
FOR THE CLASSROOM • FORUM • AND COMMUNITY

ISSUE ONE • VOLUME FIVE • SEPTEMBER • 1949



Amazing *New* Development in Portable Sound Projectors



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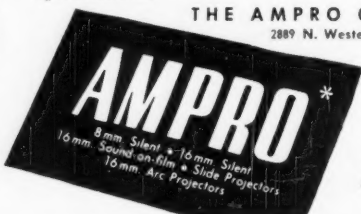
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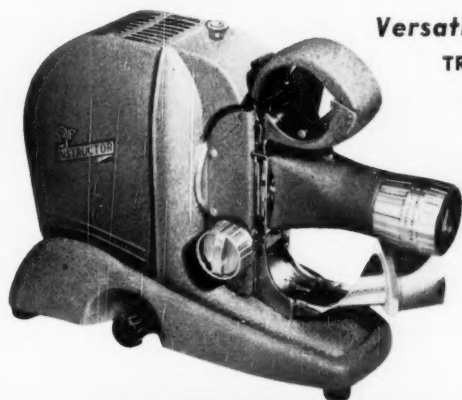
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isn't such a difficult job when one has been instructed in the fundamentals of organizing the material. This 40-frame black and white filmstrip, "How To Prepare a Speech", covers the subject in graphic form and is the first in a set of eight on the subject of "The Communication of Ideas and Ideals". Prepared by Bess Sondell, Ph.D., University of Chicago, for use on the High School and Junior College level. Interest is sustained through use of clever cartoon illustrations.

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See & Hear Magazine

THE NATIONAL AUDIO-VISUAL JOURNAL

— Annual Fall Review Issue —

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Background for his Works

Cities: Why They Grow

Describing an Incident

Developing Responsibility

How to Keep a Job

The Lady of the Lake:
Background for Literature

Law and Social Controls

Let's Play Fair

Life in Hot, Dry Lands (California)

Life in Mediterranean Lands (California)

Life on a French Farm

The Nature of Energy

Our Living Constitution

Preserving Food

Propaganda Techniques

Seasonal Changes in Trees

Sharing Work at Home

Spain: The Land and the People

Watch That Quotation

What is a Corporation?

Why Study Foreign Languages?

Your Family Budget

SOCIAL STUDIES



Spain: The Land and the People

LANGUAGE ARTS



Propaganda Techniques

GUIDANCE



Developing Responsibility

HOME ECONOMICS



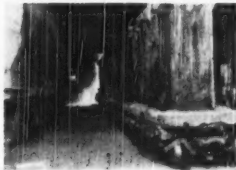
Preserving Food

GENERAL SCIENCE



The Nature of Energy

BUSINESS AND ECONOMICS



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"Several nutritionists of the Community Service Society of New York have previewed the film strip 'Sonny and His Barnyard Friends' and find it an interestingly presented and informative picture for young children, which we feel sure they will enjoy. It highlights health habits which the children can practice and affords motivation for reviewing them in classroom discussion."—Lillian Anderson

"Sonny and His Barnyard Friends is a delightful sound filmstrip for children from kindergarten to grade 3. Primarily good for teaching health principles and farm life and also for pure enjoyment. The narration and dramatization are simple enough to be easily understood by the children."—Marguerite Kirk

"I want to compliment you on the very well-conceived and masterfully-presented sound filmstrip for kindergarten and primary grades. It is beautifully presented, and has been in the trial situations to which we have subjected it here enthusiastically received. We hope that we may see more stories of similar qualities produced."—W. A. Wittich

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NEWS ABOUT FILMS

New Films About Europe

◆ Films of the Nations, Inc. have announced that they have received two anonymous donations which will enable them to produce ten new films. This non-profit organization is a producer and distributor of films on foreign lands. Two of their newest releases are *Springtime in Holland*, a color film about the tulip industry of that country, and another sound and color film titled *The Dutch Way* which is a description of the Netherlands and its sturdy people. Other recent releases are *Belgium at Work and Play* and *Youth and Summer in Sweden*. Further details from Films of the Nations, 55 West 45th St., New York 19, N. Y.

These New Catalogs Available

◆ Among other new catalogs available are those of Ideal Pictures Corporation and Association Films. Another of interest to educators is the Modern Talking Picture Service catalog. Modern serves as a distributor of free loan films sponsored by business and industry as well as trade groups. Address 45 Rockefeller Plaza, New York 20, N. Y.

A Picture on Dental Health

◆ The Southern California State Dental Association, 903 Crenshaw Blvd., Los Angeles, California, has produced a dental health 16mm sound film titled *It's Your Health*. Dental health is related to diet and proper care of teeth. Copies are available for \$75.

Wayne U. Issues Bibliography

◆ A bibliography of books, articles and sources of audio-visual materials has just been issued by the Audio-Visual Materials Consultation Bureau, College of Education, Wayne University, Detroit, Michigan. The author is Kurtz Myers, chief of the Dept. of Audio-Visual Services of the Detroit Public Library and a member of the university staff. Copies can be obtained for fifty cents from the bureau at the university.



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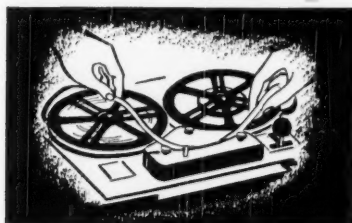
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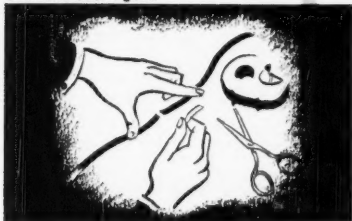
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303 East 71st Street, New York 21, N. Y.

SEE & HEAR

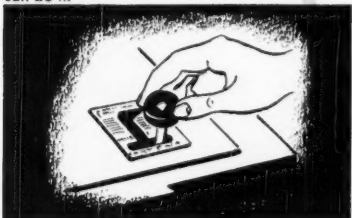
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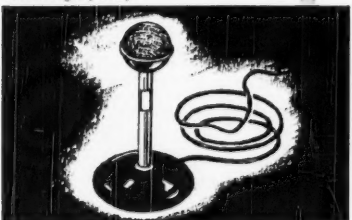
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School

City

State

PICTURE PARADE

◆ Among promising trends in the audio-visual education field is the increased production of slides and films to complement standard textbooks, such as the McGraw-Hill textfilms, etc. John Wiley & Sons, who last year issued a set of color slides to accompany "Physical Geol-

ogy" by Longwell, Knopf and Flint, have recently announced a new series of 163 color slides to be used as a supplement for Carl O. Dunbar's well known text "Historical Geology."

Dr. Dunbar personally supervised preparation of the slides in cooperation with Dr. Ned. L. Reglein of Wiley. The chapter pattern of the book is followed so that the series can be used as an excellent day-to-day supplement to classroom assignments.

The set, with instructor's manual correlating each slide with appropriate text material, and a plastic carrying case, is available for \$65 from John Wiley & Sons, Inc., 440 Fourth Ave., New York 16, N. Y.

U-W Adds to Science Library

◆ United World Films, Inc. announces the release of two additions to the United World Science Series. *The Hydra* is one reel in length and illustrates the structure, habits and reproduction of the hydra. *Elimination* is a color film, two reels in length, which portrays the func-

tions of the skin, kidneys, lungs and colon. The first film lists for \$45 (b&w); the second for \$90.

School Film on Traffic Safety

◆ The Atlantic Refining Co. of Philadelphia has released a traffic safety film, *A Plan for Safety*. The film tells the true story of a plan used for many years to combat traffic accidents among school children in Camden, New Jersey. The schools organized safety patrols and safety clubs and the children themselves set up traffic safety courts. Business men cooperated by contributing awards to students with outstanding safety records. For details write Atlantic Refining Co., 260 South Broad St., Philadelphia, Penna.

RKO Announces Three Subjects

◆ Three new educational 16mm releases have been announced by RKO Radio Pictures, 1270 Avenue of the Americas, New York, N. Y. *Girls in White* is the story of a girl who enters nurse's training. Her classes and social life are pictured. The picture is excellent for vocational classes. A new film on pets is titled *Friend of*

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the Family. Care and feeding of fish, birds and other pets are pictured. In *County Fair* the life of a typical farm family attending a fair is pictured. Special emphasis is placed on 4-H activities. Write Arthur Good of the RKO Educational Division.

Three Series by Young America

◆ A new series of filmstrips on art is being issued by Young America Films. The first in this series, *Designs: Line*, is now available. This strip familiarizes the student with line as one basic element of design. Other films now in preparation are *Design: Shape*; *Design: Light and Shade*; and *Design: Composition*. Lewis Jacobs is producing this useful series.

Young America also has in preparation a series of filmstrips titled *Children of Early America*. The first six will be released late this month and are designed for use in elementary and junior high school history classes. Each will tell the story of a boy or girl who lived at an important time in U.S. history. There will be eighteen color filmstrips in the series.

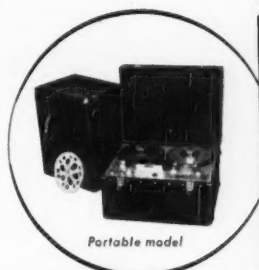
Also available from Young America Films is a new correlation chart for its Elementary Science Series films. 26 films are correlated with 43 leading textbooks. Copies of the chart are available free of charge.

Sponsored Film on Health

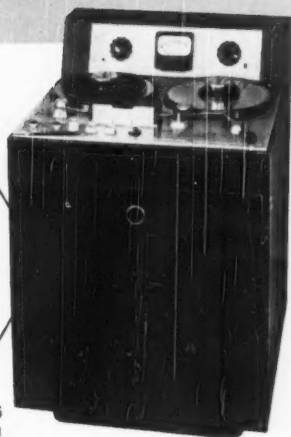
◆ *For Us the Living*, a documentary about the government health service, is now available for free loan to schools and Parent-Teacher groups through the Institute of Visual Training, 40 East 49th St., New York, N. Y. It describes in story form the agencies of the federal government which cooperate with local groups to safeguard the nation's health. The work of the Federal Security Administration, the U.S. Public Health Service, The Food and Drugs Administration and the Federal Trade Commission are illustrated.

Fifty Films for Dance Groups

◆ A catalog titled "Fifty Films for Dance Education" has recently been issued by D. D. Livingston, 220 Clinton St., New York 2, N. Y. The listings are broken down into Ballet, "Modern", and Folk Dances.



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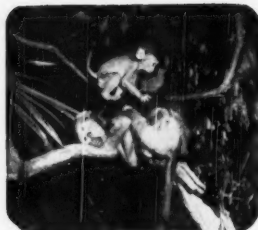
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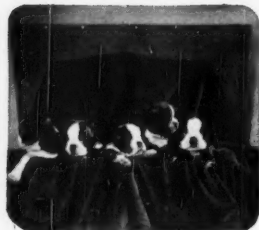
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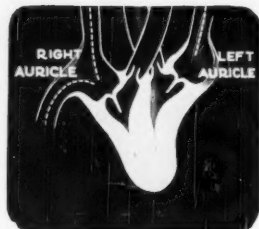
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Order *Rikki—the Baby Monkey* and *Animals Growing Up* now from your EBFilms representative, or write Encyclopaedia Britannica Films.



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in your Community?

Write: FCA, 6 W. Ontario St., Chicago 10

ENCYCLOPAEDIA BRITANNICA FILMS INC.
WILMETTE, ILLINOIS



WE MEET AGAIN in the classrooms, conference rooms and community forums across the nation to face a new fall season, a new school year and new challenges to our capacity to grow and meet the responsibilities of this complex and increasingly smaller world.

Public awareness of the crisis in education has been evident in the midsummer debates on Federal aid in Congress and in the press; the school population problem which many young parents face this fall will be faced by all citizens and their elected representatives in Federal, state and local governments time and again in the months ahead. Ten billions in new schoolhouse construction will not solve it; thousands of *additional* teachers will have to be wooed and won to the profession. And this is the time to bring the American people the knowledge and understanding that audio and visual tools can play a vital role in upholding the standards of good teaching. Equality of learning opportunity is fundamental. By 1956 the U. S. will have to find some way to cope with an elementary school enrollment *45.6% greater than 1947*, a year in which we already had unprecedented housing and teacher shortages. High school enrollment will be *13.3% greater in 1956, rising to 29.4% by 1960!*

National A-V Convention Notes

♦ The passing of summer's record temperatures will cause little sadness as the invigorating coolness of autumn pervades the air. In a rare interlude of ideal temperature the 1700 delegates from education, industry and community life who met at the National Audio-Visual Conven-

tion in Chicago July 29-August 3 enjoyed a successful series of meetings.

The four sponsoring organizations, The National Association of Visual Education Dealers, the Educational Film Library Association, Film Council of America, and the Midwest Forum on Audio-Visual Aids were joined by a fifth group as the state directors of audio-visual and radio education were called together by U. S. Commissioner of Education Earl James McGrath.

Highlights of the Convention were certainly the 1949 NAVED Trade Show which presented the full range of new equipment and new materials, the FCA banquet meeting, the SVE and Radiant social events, as well as the many informative and highly interesting convention sessions of the respective groups. A more detailed report on these Convention proceedings appears on the following pages.

These Names Make Headlines:

♦ We are justifiably proud of the recent appointment of SEE & HEAR's founder-publisher and president, Earl M. Hale of Eau Claire, Wisconsin, to the Wisconsin State Board of Public Welfare. Nominated by Governor Rennebohm to this important post on September 10, Mr. Hale has recently been a member of the state commission on improve-

ment of the educational system. As president of E. M. Hale and Company, Mr. Hale is one of the nation's foremost publishers of children's books. He has directed the activities of the Family Service association of Eau Claire for the past 27 years and is also a director of the Eau Claire youth center. Congratulations to an energetic businessman who has fulfilled the obligations of a good citizen and public servant.

♦ Edgar Dale of Ohio State's Bureau of Educational Research was the audio-visual leader representing the U. S. at the recent UNESCO sessions in Paris last month.

♦ Paul Wagner, until recently the public relations director of Bell & Howell, assumed the duties of his new office as president of Florida's Rollins College this month. Paul was in charge of the second annual program of the Film Council of America during the National A-V Convention. All the best for an outstanding career!

♦ Edward T. Schofield, of the Newark, N. J. Public Schools, is the newly-elected president of the Educational Film Library Association. Ford Lemler of the University of Michigan was elected vice-president; Edgar Dale is secretary. Bertha Landers, Elizabeth Golterman, and

(CONTINUED ON THE FOLLOWING PAGE)

Sight and Sound of the News

NOTES AND COMMENT ON PERSONALITIES AND EVENTS

MEET EFLA'S SECTIONAL LEADERS: (below, left to right) are Glen McCracken, James P. Fitzwater, Helen Rachford, Paul Wendt and Garrett Weathers.



EDUCATIONAL FILM LIBRARY ASSN. BOARD MEMBERS pictured are (left to right) L. C. Boerlin, Emily Jones, J. R. Bingham, Bertha Landers, and Walter A. Wittich. (Bob Hall Photos)





EDUCATIONAL FILM LIBRARY EXPERTS "look at the films" in one of the general sessions at the recent EFLA conference. Chairman (standing left) was Walter A. Wittich, director of the Bureau of Audio-Visual Instruction, U. of Wisconsin.

Sight and Sound:

(CONTINUED FROM PRECEDING PAGE)

Mr. Lemler are newly elected members of EFLA's board of directors and will serve three year terms.

♦ E. C. Waggoner, of the Elgin, Illinois Public Schools is the new chairman of the Midwest Forum on Audio-Visual Aids.

♦ Special regards to Robert deKieffer, assistant to the Dean of Instruction at Stephens College, Columbia, Mo., who was elected president of the Film Council of America last month.

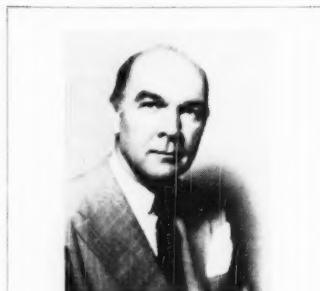
ALA Holds Regional Meetings:

♦ A series of nationwide regional conferences, which have replaced the centralized annual gathering of the American Library Association, began last month in Vancouver, B. C. as Far Western state delegates attended the first of these sessions. At each of these meetings special audio-visual programs are being held for librarians. Mrs. Patricia Blair, library film advisor of the ALA, was in charge of general program arrangements. Grace Stevenson of the Seattle Public Library arranged the well-attended program at Vancouver.

The Trans-Mississippi conference followed at Fort Collins, Colorado and subsequent meetings will be held in Atlantic City and at Miami, Florida, later in the fall.

News-Notes About Personalities:

♦ John Hamilton, formerly film officer at Chicago for the British Information Services, has joined the U.S.



DR. KENNETH MCFARLAND
—featured speaker at NAVED

State Department. A farewell luncheon was held for Mr. and Mrs. Ham-

ilton by the Film Council of Chicago in mid-September, just prior to his departure for Washington enroute to his post at Tehran, Iran.

♦ C. R. Crakes, educational director of the DeVry Corporation, was in charge of the summer course on audio-visual teaching aids at Northwestern University. 131 educators, representing 25 states and provinces of Canada were enrolled in the second largest class of this kind ever held at the Evanston university.

♦ Robert E. Schreiber is the new director of audio-visual service and instructor in education at the University of Maine.

EFLA Holds Sixth Annual Conference

IMPROVING ADMINISTRATIVE PATTERNS IS PRINCIPAL THEME

★ Education's leading role in the National Audio-Visual Convention at Chicago July 29 to August 3 was filled by the sixth annual gathering of members of the Educational Film Library Association. The program's principal theme was "Improving Administrative and Supervisory Patterns for Audio-Visual Center Operations." Arrangements were under the direction of Ernest Tiemann of the Audio-Visual Center, Indiana University, and James P. Fitzwater, director of visual education in Chicago's public schools.

Featured program events included a film evaluation session on controversial films headed by Walter A.

Wittich of the University of Wisconsin on the evening of July 29 and a general session address by Floyd E. Brooker, visual aids chief for the U. S. Office of Education, and "EFLA and UNESCO." J. Bruce Buckler, International Business Machines Corporation, also spoke on the use of audio-visual materials in business and industry.

A resolution which recommended the prompt adoption by the United Nations through UNESCO of the agreement permitting the free flow of educational films between the member nations was unanimously adopted at the annual business meeting. Reports by Emily Jones, secre-



FEATURED SPEAKER CHARLES H. PERCY, president of Bell and Howell, addresses the annual banquet meeting of the Film Council of America held during the recent National Audio-Visual Convention in Chicago.

tary, and by other officers were presented at this session.

Recent EFLA projects, including film evaluation services and other publication efforts, were also reviewed and new developments presented.

Midwest Forum Meets at Chicago

♦ Orlin Trapp, of the Waukegan (Ill.) public schools, was chairman of the Midwest Forum program during the National Audio-Visual meetings. A panel discussion on "Progress in Audio-Visual Education" was led by Floyd Brooker, with members including Carl Menzer, director of radio at the University of Iowa; George Mills, audio-visual consultant of the Kalamazoo public schools; Vernon L. Nickell, superintendent of schools for the State of Illinois and Walter Wittich, of the University of Wisconsin.

Dr. Harold Hand, professor of education at the University of Illinois presented an evening address on "The Place of Audio-Visual Aids in the Curriculum."

NAVED Program on Education

♦ Dr. Kenneth McFarland, superintendent of schools, Topeka, Kansas, was the featured speaker at the opening session of the NAVED Convention on Monday, August 1. Godfrey M. Elliott, vice-president of Young America Films, delivered the principal marketing address on "Educational Markets for Audio-Visual Materials" during the regular NAVED program that followed. E. E. Carter, of Raleigh, North Carolina, is the newly-elected president of NAVED.

Oklahoma Stresses Better A-V Utilization

UNIVERSITY SPONSORS A MODEL STATEWIDE CONFERENCE

★ Although several summer months have elapsed, the Tenth Annual Audio-Visual Education Conference held at the University of Oklahoma on June 30 and July 1 stands out as a model of this kind of group leadership. An attendance of 350, with 103 persons serving in some active capacity on the program, was recorded for the fifteen interest groups at the Conference.

W. R. Fulton, head of the audio-visual department at the University and John J. Long, consultant to the audio-visual department reported the effective sessions. Featured speakers included Dr. Oliver Hodge, superintendent of the State Department of

Public Instruction; Dr. John Rackley, Dean of the College of Education at Oklahoma; and Dr. H. D. Worthy, head of the audio-visual education department at the U. of Mississippi.

Following Dr. Hodge's address on the progress of the statewide a-v program, a panel composed of chairman Earl Cross, coordinator of visual education in the State Department, Godfrey Elliott, vice-president of Young America Films, Mrs. Irene McGoodwin, Ardmore public schools, C. E. Costley, Oklahoma City public schools, and Kenneth Harrel, superintendent of schools at Fletcher, Okla., discussed the utilization of materials at the local school level.

OKLAHOMA CONFERENCE HIGHLIGHTS included (left) the administrator's conference on furthering good utilization practices and (right) the featured address of Dr. Oliver Hodge, superintendent of the Oklahoma State Department of Instruction.



Editorial Notes and Comment

• AN INTRODUCTION TO THIRD ANNUAL FALL REVIEW •

★ On the pages that follow, the editors of SEE AND HEAR present the annual FALL REVIEW OF NEW CLASSROOM FILMS. Information on some titles was received too late for mention in the Review listings and we should like to call them to your attention in other pages of this issue. Every listed producer of classroom films was contacted by SEE & HEAR staff editors in person, by mail, phone or wire in order to bring our nationwide family of readers as comprehensive a report on recent production as possible.

NOW BEING WIDELY USED

Inaugurated two years ago as a special service, this annual FALL REVIEW is being used many months after its early fall publication according to reports from producers and as evidenced by the flow of letters from readers to our Chicago staff headquarters. Supplementary pages will appear as before in succeeding issues so that readers are kept up to date on all new releases from these specializing producers of school and community films.

Few sponsored films appear in these pages. To list these without serious evaluation would serve neither sponsor nor teacher and we recognize a prior responsibility in this REVIEW to assist those who have created educational materials without outside aid. Many outstanding new sponsored films are certainly available and these are reported whenever they merit comment and whenever evaluation data is complete.

INCREASING FLOW OF PRODUCTION

An important measure of the growth of the educational film field is evidenced by the additional pages required to list nearly a hundred more titles than our previous (September 1948) inventory. Undoubtedly some excellent films have been omitted but in the main this survey is representative of most materials issued since approximately January 1, 1949.

The quality of materials listed is improving with some real greatness achieved at times. The art of the classroom and community film is cer-

tainly at high standard in such subjects as *The Loon's Necklace*, *Picture in Your Mind*, and *Princeton*. Color plays an increasingly important role and the importance of research and scholarly preparation is evident in recent efforts of McGraw Hill, EB Films, and others.

FILMSTRIPS COMING TO FORE

Behind the whole field, the basic and utterly simple but vastly important silent filmstrip is rapidly coming into its own. Note especially the increasing number of producers and the regular flow of correlated series listed here. Text book publishers have begun to recognize the filmstrip as an indispensable adjunct to new volumes; its flexibility and economy make possible the lighted screen in tens of thousands of classrooms where visual education is more legend than fact.

Motion pictures and filmstrips have different and well-identified tasks. Having taken this basic first step toward improving our teaching, there will be many more teachers ready to use the 16mm sound motion picture in its rightful place within the framework of the daily curriculum and in the classroom.

*The editors of LIFE announce
a new educational service . . .*

LIFE filmstrips *in color*

Limited editions of 35mm, 50-frame filmstrips printed from LIFE's color transparencies of the world's great masterpieces of art, architecture and archeology. Lecture notes included. Ready in October: *Heritage of the Maya*, *The Atom*, *The Middle Ages* and *Giotto's Life of Christ*. \$4.50 each.

Orders filled in order received. Booklet on request.

LIFE FILMSTRIPS • Time & Life Bldg. • 9 Rockefeller Plaza • N. Y.

ANNUAL FALL REVIEW OF AUDIO-VISUAL MATERIALS

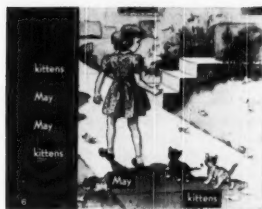
Primary Grades

Alice & Jerry Pre-Primer Series (3 strips) 2 titles B&W, 1 title Color or B&W. Purchase: SVE.

- Produced in cooperation with Row Peterson & Co. to correlate with the publishing company's New Alice & Jerry Pre-Primers in use in many U. S. schools (SEE & HEAR, Dec. '48). Each strip complete with text-book correlated captions and teacher's manual; additional titles to be announced later.

Open the Door; Skip Along; Under the Sky (available in Color or B&W);

A scene from "Alice & Jerry Series"



Community Activities Series (2 strips) B&W.

Purchase: SVE. Price after strip title.

- Both strips have captions and titles are: **Jack Sees the News Made** \$3. **Jack Banks His Savings** \$2.50

Community Helpers Series (5 strips) B&W.

Purchase: \$3 each. SVE.

- The story of those faithful helpers who contribute so much to the life of the ordinary American community, but whose services are seldom appreciated. For the primary student. Titles are: **The Fireman; The Postman; The Policeman; The Grocer; The Baker.**

David and His Family (30 frames) Purchase: Young America.

- A discussion for primary grade students of the advent of a new baby in the family and the necessary adjustments that are made by a four-year-old boy.

Flicka, Ricka, Dicka Stories (6 strips) Color.

Purchase: \$19.50 for unit. Popular Science.

- For primary children with emphasis on story telling and reading. There are 120 color pictures to the unit which illustrate the children's books of Maj. Lindman.

Friendship Fables Series (4 strips) Color.

Purchase: \$4 each or \$15 set. SVE or Filmfax.

- Four of Aesop's Fables are told using illustrations by Olive Bailey. Vocabulary



FILMSTRIPS

and slides for all grade levels

building is stressed.

The Country Mouse and the City Mouse uses the same verbs repeated in various tenses as well as words repeated again in a different context so that the association of the words in a sentence gives the child the meaning.

The Fox and the Stork illustrates the art of repetition of words.

The Rabbit and the Turtle illustrates the use of direct quotations and demonstrates the use of the "ing" words as running and slipping.

The Crow and the Pitcher introduces some arithmetic words as they appear in a sentence.

Holiday Series (2 sets—4 filmstrips ea.) Color.

Purchase: \$15 per set; \$5 each. Young America.

- Eight significant holidays are included, as follows: Set 1: **Columbus Day** (30 frames); **Hallowe'en** (26 frames); **Thanksgiving** (30 frames); **Christmas** (28 frames); Set 2: **Lincoln's Birthday** (28 frames); **St. Valentine's Day** (27 frames); **Washington's Birthday** (29 frames); **Easter** (27 frames).

from Young America's Holiday Series



Holiday Series in Color (2 strips) Color. Purchase: \$5 each. SVE.

- The Story of Johnny Appleseed and the Story of Thanksgiving are charmingly told in a series of original color drawings. These are the first of the new holiday series.

Junior Travel Series (1 strip) B&W. Purchase: \$3. SVE.

- Filmstrip with captions is titled: **Jack Takes a Trip by Bus.**

Nestor Primary School Series (3 strips) Purchase: Nestor.

- Titles of the three strips are as follows: **Peter and Polly Puppet Go To School; A Morning in School; Safe Use of Swings and Slides.**

Primary Health Series (4 strips) Color. Purchase: \$20 set. SVE.

- Susan and Peter's everyday experiences with their family and pets stressing the basic fundamentals of healthful living. The topics

presented are personal hygiene, proper nutrition, proper growth and proper dress.

Primary Reading Textfilms (8 strips) Color.

Purchase: \$5 each for first seven, \$3 for eighth which is B&W. SVE.

- This series was produced in cooperation with Laidlaw Brothers to help develop the vocabulary of primary readers. The titles are: **We Go to School; We Learn to Read; Up the Reading Road; On the Way to Storyland Part I; On the Way to Storyland Part II; Making Story Book Friends Part I; Making Story Book Friends Part II; Reading Readiness Skill Development** (B&W).

Sonny and His Barnyard Friends (sound-slide film—15 min) Color. Purchase: \$18. Depicto.

- A little boy named Sonny gets lost in the woods and meets all the animals of the farm during his adventure. An original musical score accompanies film. The film is available with either 33 1/3 RPM record for use with sound slidefilm projector or with 78 RPM record for use with stripfilm projector and standard record player.

Work & Play With Janet Series (6 strips) B&W. Purchase: Curriculum.

- New series of discussional filmstrips, produced and distributed by Curriculum Films. The set includes six modern stories for primary and lower elementary grade students. Each strip provides the teacher with visual and vocabulary material for a study unit covering a specific aspect of home and community life, and each serves as supplementary reading material for language arts work. Titles: **Janet's Birthday Card; Janet's Ducks & Geese; Janet Helps Mother; Fun On a Picnic; Janet Visits a Dairy Farm; Making Gingerbread Boys.**

Intermediate Grades

Baking Bread (1 strip) Purchase: Nestor.

- Prepared for elementary grades.

Basic Science Series (3 strips)

- This series now has seven strips and has been produced in cooperation with the Row Peterson Textbook Co. Latest additions are:

The Air About Us B&W. Purchase: \$3. SVE.

Living Things Color. Purchase: \$7. SVE.

Describes common plants and animals.

Our Ocean of Air B&W. Purchase: \$3. SVE.

- These strips teach basic science principles by relating them to familiar every day experience of elementary and junior high school students. Question-frames appear at regular intervals to serve as the basis for a classroom discussion.

(OVER)

NEW FILMSTRIPS



A scene from "Dental Health" SVE

Dental Health for Young America (1 strip) B&W. Purchase: \$3. SVE.

- The latest developments in the field of dental education are explained and the child's responsibility for practicing good dental care is stressed.

English Grammar Series (4 strips) B&W. Purchase: \$12 set. SVE.

- English grammar and sentence construction and sentence diagramming are illustrated. Sentences are compared to a train with each word being one of the cars.

Exploring Through Maps (4 strips) Color and B&W. Purchase: \$16.50 series, or Maps and Their Meanings \$6, other strips \$3.50 each. Popular Science.

- Explains the meaning of longitude and latitude and the uses of maps. Titles in the series are: **Maps and Their Meanings; We Live On a Huge Ball; Flat Maps of a Round World; Maps and Men.**

Four Great American Presidents (4 strips) Color. Purchase: Curriculum Films.

- Designed primarily for intermediate grade use, the series covers the life and times of George Washington, Thomas Jefferson, Andrew Jackson, and Abraham Lincoln. Collaborators: Dr. Louis Jones, head of the New York State Historical Society; and Roger Butterfield, author of "The American Past."

General Science Why Series (3 strips) B&W. Purchase: \$3 each. SVE.

Why Does the Wind Blow? Why Does the Weather Change? Why the Seasons?

History of Shelter. B&W. Purchase: \$3 each strip. SVE.

- An addition to the **World Past & Present Series**, produced by SVE in cooperation with the University Museum. Illustrates the importance of climate, culture, and environment as major influences determining the types of shelter men have built for themselves in various parts of the world and at different times in history. Other titles in series: **Men of New Stone Age; Men of Old Stone Age.**

Frame in "History of Shelter"



Industrial Geography Series (4 strips) B&W and Color. Purchase: B&W strips \$3 each. Color Strips \$5 each. SVE.

- This series was produced in cooperation with the National Film Board of Canada. Titles are: **Sweet Sap** B&W. Manual included. **Story of Wheat** B&W. Manual included. **The Milk We Drink** Color. **A Loaf of Bread** Color.

Industrial Geography Series (2 strips) B&W. Purchase: \$3 with manual. SVE.

- Cotton, from planting to finished cloth. These scenes were chosen with the cooperation of the National Cotton Council of America. Titles are: **Cotton—from Field to Mill; Cotton—from Mill to Finished Product.**

Let's Draw a Story (86 frames) Color. Sound Slide. Purchase: with record \$18. Depicto Films.

- Sonny has several adventures with animals who speak, sing and play musical instruments and impart to him suggestions on cleanliness and proper food habits. A pony, a cow, a cat, a dog and a hen frolic with the small boy.

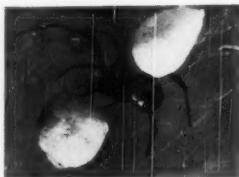
Milling Flour (1 strip) Purchase: Nestor. Kit of milling samples included.

- Prepared for elementary grades.

Nature's Enchanted Weedlands Series (6 strips) B&W. Purchase: \$18. SVE.

- Spiders and insects are identified and their habits explained. Instructive text frames in each strip.

"Nature's Enchanted Weedlands"



Nature's Greatest Treasure Series (1 strip) B&W. Purchase: \$3. SVE.

- The important steps in the modern production of coal are illustrated in the first strip of this new series titled **Coal, Where We Find It and How We Mine It.** The film was produced in cooperation with the Bituminous Coal Institute of America.

Oranges (2 strips) Purchase: Nestor.

- Prepared for elementary grades. Titles are: **Story of Oranges, How They Are Grown. Story of Oranges, How They Are Packed.**

New Outline Map Series (12 slides) B&W. Purchase: \$3.75 set. Young America.

- Black and white slides for Geography and History classes with outline maps of the United States, Canada, Mexico and Central America, North America, South America, Europe, Africa, Australia, Asia, Eurasia, Mediterranean area and the world. A teacher's guide accompanies the set.

Regional Geography (6 strips) Color. Purchase: \$31.50 series, \$6 strip. Popular Science.

- Each strip of this Richard Nelson Travel series visits a different region. Pictures illustrate scenic, agricultural, historical, cultural



Scene in "Regional Geography Series"

and industrial highlights. Titles are as follows: **Northwestern Holiday; Mexican Journey—Part I; Mexican Journey—Part II; Mexican Journey—Part III; Land of the Mayas—The Yucatan; Nova Scotia and the Gaspe.**

Science Adventure Series—The Sky Unit— (7 strips) B&W. Purchase: Jam Handy.

- A unit made up during the war for military and industrial use. There are two to four lessons in astronomy on each strip, 20 lessons in all. Frames with questions and suggested experiments are included. Titles are: **A Multitude of Suns; Stories of the Constellations; The Sun's Family; Interesting Things About Planets; Our Neighbor the Moon; The Changing Moon; How We Learn About the Sky.**

Ships and Harbors Series (6 strips) B&W. Purchase: \$16.50 set with manual. Young America.

- A study of harbor and water commerce for elementary and junior high school classes. Titles are: **The Harbor; The Passenger Liner; The Freighter; The Fireboat; The Tugboat; The Lighthouse.**

The Story of the American Flag (3 strips)

Color. Purchase: \$5 each or \$11.50 for the set with study guide. Filmfax.

- In **The Flag Is Born**, the history of America from the Vikings to the birth of the new United States of America, unfolds through flags.

The Flag Develops traces the growth of the Stars and Stripes from its early form to the flag we know today.

How to Honor and Display the Flag is the third in the series. It ends with the Pledge of Allegiance.

"The Story of the American Flag"



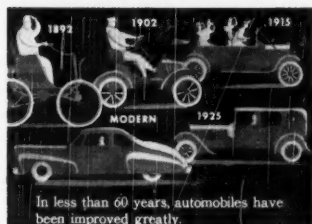
Most early American flags were made at home by patriotic women who worked together making flags for their country.

Transportation Around the World (6 strips) B&W. Purchase: \$19.50 a set, \$3.50 a strip. Popular Science.

- Various methods of transportation are illustrated. Contrasts are made between early types or types still used in backward areas

and modern methods. Titles are: **Wheels, Animals and Men; Engines, Rails and Roads; Steam, Sail and Muscle; Water Travel Today; Conquering the Airways; Safety in Transportation.**

Progress in Transportation (PopSci)



High School Level

THE FINE ARTS

Giotta's Frescoes of the Life of Christ (50 frames) Color. Purchase: \$4.50 Life Filmstrips.

- These color photographs of Giotta's work in the Arena Chapel in Padua were taken by Fernand Bourges for the 1948 Christmas issue of Life magazine. Accompanying the strip are extensive lecture notes.

The Shakespeare Series (8 strips) B&W. Purchase: \$22.50 with teacher's guide or \$3.50 each. Young America Films.

- Each of these strips has from 40 to 60 frames. The titles follow: **An Introduction to William Shakespeare; Shakespeare's Theatre; Pictorial Guides to Macbeth, Hamlet, Romeo and Juliet, Henry V, As You Like It, and Midsummer Night's Dream.**

The Violin (21 frames) B&W Purchase: National Film Board of Canada.

- Captions explain the basic characteristics of the violin and present facts about the kind of wood used in its construction.

HEALTH WELFARE AND SPORTS FILMSTRIPS

Health Center (35 frames) B&W. Purchase: \$1. BIS.

- The film describes the work of an existing Health Center to illustrate the national network of Centers which will be created under the provisions of the National Health Service Act of the Labor government.

Highlights of Basketball (1 strip) B&W. Purchase: \$3. SVE.

- Beginning with the origin of the game in Springfield, Massachusetts in 1891, the highlights and personalities of basketball are pictured including championship teams of today.

Maternal and Child Welfare Series (3 strips) Color. Purchase: National Film Board of Canada. (Teacher's Manual included)

- These filmstrips prepared for post-adolescent girls and women may be adapted for use in health and hygiene classes for senior high school. They present traditionally "difficult" subject matter in an accurate, scientific, and wholesome manner. Individual titles: **Feminine Hygiene** (34 frames); **Nine to Get Ready—Pregnancy** (51 frames); **Introducing**

Baby (56 frames). A teacher's manual accompanies each strip.

Safety Series (8 strips) B&W. Purchase: \$24 set. SVE.

- Basic information on fire, traffic, bicycle, laboratory, electrical, home and other general safety subjects. The film was produced with the cooperation of the National Safety Council.

PHYSICAL SCIENCES

Air Age Physics: Heat (11 strips) B&W. Purchase: \$46.50. Jam Handy.

- 23 carefully organized lessons covering 699 different pictures form this series on heat. The film discusses the nature, origin and measurement of heat, covers the field of refrigeration and discusses putting heat to work on the operation of internal combustion engines.

Areas by Integration Using Polar Coordinates (filmstrip) B&W. Purchase: \$3. SVE.

- Calculus is introduced to the beginning student in a series of simple illustrations prepared by Edwin A. Whitman, professor of Mathematics, Carnegie Institute of Technology, Pittsburgh, Pa. This is the fourth in a series of Calculus strips.

Chemistry for Our Times (9 strips) B&W. Purchase: McGraw-Hill Book Co.

- A series of nine film strips for use in high schools and junior colleges. Designed to stimulate student interest in the subject, and to facilitate their absorption of a vast amount of unfamiliar factual material. The films are correlated with the text-book "Chemistry for Our Times" by Weaver and Foster, published by McGraw-Hill. Titles are: **The Kinetic Molecular Theory; The Atomic Theory; The Chemical Formula; Equations; The Structure of the Atom; Ionization; Acid and Basic Solutions; Electrolysis; The Periodic Table.**

Elementary Science Series (4 strips) B&W. Purchase: \$3.50 each or \$10 for set. Young America.

- Four science filmstrips with teacher's guides included that parallel the Young America 16mm films of the same titles. **Day and Night** (34 frames), **Electricity** (41 frames), **Magnets** (46 frames), **What Makes Rain** (40 frames).

History of Measures (6 strips) B&W. Purchase: Young America.

- A series of films illustrating the origins of our measuring systems. For elementary and Junior High School Arithmetic classes. Titles are: **History of Area Measure; History of Linear Measure; History of Weight and Volume Measure; History of Our Number System; History of Our Calendar; History of Telling Time.**

Science Series (250 frames) Color. Purchase: Eye Gate House. \$22.50 a set.

- The first of the Modern Teaching Aids Club Plan. The plan will work similar to that of book clubs, giving free dividends to regular buyers. In a year's time the buyer will have acquired 100 color filmstrips for \$1.68 each. The titles in the first series for intermediate grades are: **What Is the Sky?; How Our Earth Began; About Our Earth; Our Earth Is Moving; Our Changing Earth; The Beginnings of Life; Animals of Long Ago; Man of Long Ago; Parts of a Flowering Plant.**

NEW FILMSTRIPS

SOCIAL STUDIES

About People (63 frames) Color. Purchase: \$5. Anti-Defamation League.

- The basic unity of mankind despite the outward differences in racial and cultural characteristics is stressed. A discussion guide accompanies the film.

America Helps Europe Series (3 strips) B&W. Purchase: SVE.

- A current events and social studies series produced in cooperation with the American Friends Service Committee. Summarizes present needs in Europe and shows how voluntary aid from America has brought a measure of help to many groups abroad who might otherwise have been overlooked in broad over-all relief projects. Titles: **Story of Clothing in Europe; Story of Hunger in Europe; European Youth Asks a Chance.**

"America Helps Europe Series"



Australia. Country With a Future (74 frames) B&W. Rental: \$2.50. Australian News.

- Strip is accompanied by teacher's manual.

Colonial Williamsburg (35mm slides) Color. Purchase: Historical Kodachromes.

- Scenes where Democracy in government began in the restored colonial city of Williamsburg, Virginia.

Conservation Is Everybody's Business (4 strips) Color. Purchase: \$24.75 series, \$6.50 strip. Popular Science.

- An examination of conservation and the depletion of our natural resources with an explanation of how we can help conserve these resources. Titles follow: **People, Our Most Valuable Resource; Saving the Soil; Saving the Forests; Nothing Can Live Without Water.**

France (35mm slides) Color. Purchase: Franco-American.

- 35mm slide pictures photographed by Robert Desme showing French scenes and life in Alsace, Brittany, Mont St. Michel, Normandie and Auvergne. Slides may be purchased singly or in sets of thirty.

Heritage of the Maya (50 frames) Purchase: \$4.50. Life Filmstrips.

- Photographers from Life magazine took hundreds of scenes of Mayan art and ruins of their cities for Life's History of Western Culture articles. These have been gone over selectively and others added from the magazine's extensive film collection in an effort to picture life in the Mayan civilization and evaluate its influence on Western culture. Lecture material accompanies the strip.

NEW FILMSTRIPS

The Middle Ages (50 frames) Color. Purchase: \$4. Life Filmstrips.

- Photographs of European art collections as well as background material from Life magazine's History of Western culture series are used to give a comprehensive picture of the life of the middle ages. Extensive lecture notes accompany the strip. Collaborator: Lamont Moore, associate director of the Yale University Gallery.



A scene from "People Are People"

People Are People Series (6 strips) B&W. Purchase: \$3.50 each or \$16.50 for set. Young America.

- These films are based on a series of stories in the Ladies' Home Journal comparing the daily lives of people in twelve different countries. Titles are:
How They Farm (44 frames)
How They Shop (30 frames)
How They Bathe (30 frames)
How They Play (30 frames)
How They Get Around and How They Worship (30 frames)
How They Study (30 frames).

How We Get Our Oil (42 frames) B&W. Purchase: \$3.50. Young America.

- Shows how oil is located and the well drilled. Then follows scenes of transportation and refining.

Story of UNESCO (1 strip) Purchase: Nestor.

We Told the World: The Story of Our Declaration of Independence (3 strips) Color. Purchase: H. A. Klein.

- These three strips, used independently or as a series, visualize the meaning, content, and implications of our Declaration of Independence in both historical and present-day contexts. Black-and-white text-insets beneath the animated frames drawn in color, carry either the actual words from the document itself or faithfully translates them into simpler

A frame from "We Told the World"



words. Series is designed for use in U. S. History and Civics classes, from 4th grade through senior high school; in adult citizenship classes; or in high school English courses as auxiliary material.

We Look at Television (sound-slide) Purchase: Nestor.

GREAT BRITAIN AND THE EMPIRE

British Empire Series (15 strips) B&W. Purchase: \$3 each. SVE.

- There are two divisions in this series. The first is titled *The United Kingdom* which includes the first twelve titles. The second is *Dominions and Colonies*, which covers the last three films listed below. The titles of the complete series are: **Beautiful Britain; British People; British Ports; Crown and Commonwealth; General Election in Britain; Oxford and Cambridge Universities; Land of Britain: London; Land of Britain: The South Country; Land of Britain: The Southwest; Land of Britain: Scottish Highlands; Land of Britain: Scottish Lowlands; Face of Scotland; Ceylon; Housing in West Africa; Zanzibar.**

Scottish scene in "British Empire"



Colonial Empire: Battle Against Disease (42 frames) Purchase: \$1. BIS.

- A filming of the research, preventive and curative treatment of native diseases in Great Britain's tropical colonies. A study guide accompanying the strip describes how the jungle heat, stagnant swamps and primitive living conditions all combine to create ideal breeding grounds for disease and disease-carrying insects and how this problem is being dealt with.

Colonial Empire: Battle Against Poverty (29 frames) B&W. Purchase: \$1. BIS.

- Shows how Britain is cooperating with her colonies to stamp out disease and poverty.

Colonial Empire: Introducing the Colonies (51 frames) B&W. Purchase: \$1. BIS.

- The progress of colonies toward self-governing members of the British Commonwealth of nations is described. Emphasis is given to those territories which have not as yet achieved this status.

Colonial Empire: Introducing West Africa (50 frames) B&W. Purchase: \$1. BIS.

- A British film outlining the history of their West African colonies from the time they were acquired in the nineteenth century. Emphasized is the cooperation that developed between the British and Africans to change these backward colonies into prosperous, independent countries.

Community Center (31 frames) B&W. Purchase: \$1. BIS.

- In British cities, community centers which provide social services and recreational facilities for their members are being formed

to recreate the friendly community spirit of small towns and rural areas.

Farmers of Tomorrow (28 frames) B&W. Purchase: \$1. BIS.

- Throughout the United Kingdom, young people are developing a keen interest in farming. Young Farmers' Clubs have been formed, and film shows their activities.

Food From the Land (47 frames) B&W. Purchase: \$1. BIS.

- Shows how increased acreage and the replanning of crops have enabled Britons to maintain a healthy, though austere, diet throughout the post war years.

A Harvest Saved (41 frames) B&W. Purchase: \$1. BIS.

- In 1946-47, Britain suffered one of the most severe winters in decades. Torrential floods followed the heavy winter snows. The film depicts the battle to save the rich farmlands of East Anglia.

Malaria (58 frames) B&W. Purchase: \$1. BIS.

- Shows Britain's persistent fight against malaria in her colonies, a disease that has ruined the health of millions.

The River Mersey (40 frames) B&W. Purchase: \$1. BIS.

- Along the course of the Mersey are the great manufacturing center of Manchester, the busy docks of Liverpool, as well as Aintree, home of the Grand National Steeplechase. The camera follows the river as it flows through the beautiful countryside to the crowded industrial areas.

River Severn (47 frames) B&W. Purchase: \$1. BIS.

- The film traces the course of the River Severn as it threads its way through rich farmlands, past historic towns and important industrial areas to empty into the Bristol Channel.

Royal Anniversary (33 frames) B&W. Purchase: \$1. BIS.

- A record of the pageantry marking the Silver Wedding of King George and Queen Elizabeth and presents highlights in the life of the Royal couple.

Royal Horticultural Society (32 frames) B&W. Purchase: \$1. BIS.

- The film shows the work of the Society in maintaining exhibition halls, a complete horticultural library and a modern research station for the testing of new plants and the study of plant diseases.

Royal Wedding Day (37 frames) B&W. Purchase: \$1. BIS.

- The film records the solemnity and grandeur of the wedding of Princess Elizabeth and the Duke of Edinburgh and fully records the processions and celebrations of the wedding day.

Sheffield: City of Steel (41 frames) B&W. Purchase: \$1. BIS.

- Scenes of Sheffield industries and life are described with emphasis on the manufacture of silverware, cutlery and tools and its famous heavy steel.

Visit To London (52 frames) B&W. Purchase: \$1. BIS.

- Scenes of many famous London landmarks—the Royal Palaces, St. Paul's Cathedral, the Tower of London, the picturesque Beefeaters and many others.

TEACHER TRAINING

Audio-Visual Education

Audio Visual Series (5 strips) B&W. Purchase: \$1 each or \$4 for set. Young America.

- Illustrates audio-visual organizations with studies of groups now in operation. Titles are:

The Large-City Audio-Visual Organization (44 frames) Newark, New Jersey.

The Small-City Audio-Visual Department (40 frames) Dearborn, Michigan.

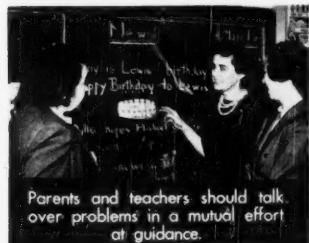
The College Audio-Visual Center (37 frames) Washington State College, Pullman, Washington.

The County Audio-Visual Service Program (52 frames) San Diego County, California.

The Slidefilm in Teaching (46 frames) Nature, purpose and use of the filmstrip as an educational tool.

How To Operate the Victor Sound Motion Picture Projector (48 frames). Purchase: Trindl-King.

- The first of a series on equipment operation. Illustrates and explains each step in setting up the projector, threading the film, starting and stopping the picture, rewinding the film and repacking the equipment.



Scene in "All Children Need Guidance"

All Children Need Guidance (2 strips) Color. Purchase: \$14 set. Popular Science.

- These strips were planned for use in teacher training and parent organization work. The role of guidance in the home is treated in the first strip and the role of the teacher is stressed in the second. Teacher-parent cooperation is stressed. Collaborators: Ernest Osburn, professor of Childhood Education, Columbia Univ., Childcraft, United Parents Association. Titles are: **Child Needs and Guidance**; **The Why and How of Guidance**.

David's Bad Day (36 frames) Purchase: Young America.

- A discussion for parents and teachers of the adjustment of a four-year-old boy to a new baby in the family.

Nursery School (31 frames) B&W. Purchase: \$1. British Information Services.

- This is a view of a typical British nursery school set up by local education authorities wherever there is a demand for one. Scenes show co-operation between mothers and teachers to create a pleasant and healthy environment for the children.

Toward Better Schools for All Children (55 frames) Loan or Purchase: National Education Assn.

- A discussion of federal aid to schools and the problems involved.

SPECIALIZED FIELDS

Accounting and Bookkeeping

Accounting Series (11 filmstrips) Silent. B&W.

Purchase: \$50 for series, \$5 each. McGraw-Hill Text-Film Dept.

- Supplements classroom lectures by describing and explaining visually accounting operations as well as the actual forms and records used. Correlated with "Accounting Fundamentals" by MacFarland and Ayars. Titles are: **What Is Accounting?**; **Books of Original Entry**; **Adjusting the Books Part I**; **Adjusting the Books Part II**; **Closing the Books**; **The Work Sheet**; **Readjusting Entries**; **The Accounting Cycle**; **General and Subsidiary Ledgers**; **Columnar Journals**; **Analysis and Interpretation of Financial Statements**.

Bookkeeping Series (2 strips) B&W or Color.

Purchase: B&W \$3, Color \$5. SVE.

- **The Bookkeeping Cycle—Parts I and II** are based on the South-Western Publishing Company publication "20th Century Bookkeeping and Accounting" by Carlson, Forkner and Prickett. Part I shows how to record and post the opening entry in a ledger. Part II explains how to record transactions in the journal, post journal entries to the ledger and prove the equality of debits and credits in the ledger with a trial balance.

Typical frame in "Bookkeeping Series"

How to Obtain U.S.

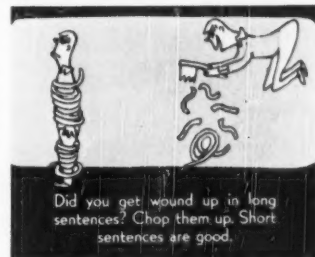
Government Filmstrips

- Primary sale sources of U.S. Government silent filmstrips are as follows: 124 U.S. Department of Agriculture filmstrips may be purchased from Photo Lab, Inc., 3825 Georgia Ave., Washington 11, D.C. 150 Air Force, Navy, and CA filmstrips on aeronautics may be purchased from Castle Films (see P. 39); 432 U.S. Office of Education vocational training filmstrips; 4 Public Health sanitation subjects; 10 Army sound filmstrips on personnel training also available from Castle Films. Prices range from 50¢ to \$1.00 per each silent filmstrip.

NEW FILMSTRIPS

Brooks Bird Slides (150 slides) Color. Purchase: \$7.50 for set of 20, \$50 for complete set. Audubon Society.

- An original Allan Brooks painting has been photographed for each slide. An accompanying booklet describes each of the birds pictured.



A scene from "Communication of Ideas"

Communication of Ideas and Ideals (1 strip)

B&W. Purchase: \$3. SVE.

- First of a series of eight strips on speech. Bess Sondell, Ph.D. of the University of Chicago has prepared this strip dealing with how to get your ideas across to others. Uses cartoons.

How to Study (1 strip) B&W. Purchase: \$3. SVE.

- This strip with captions was prepared in cooperation with Visual Science as part of the Basic Study Series.

Use Your Library (77 frames) B&W. Purchase: \$5. SVE.

- The American Library Association prepared this strip to encourage students in the use of the library and also to explain to junior and senior high school students how to locate books, magazines and pamphlets.

The First Christmas (26 frames) Color. Purchase: \$7. Filmfax.

- Miniature scenes and figures created by John Obold are used to create the atmosphere of an authentic and beautiful Christmas service. A special hymn service is included in the manual accompanying the strip.

Three Wise Men in "First Christmas"



MOTION PICTURES

New Films for School and Community

Key to listings: All motion pictures listed are 16mm sound; these will not operate on silent equipment. Silent films are especially noted as "silent"; a few 35mm. and 8mm films are also specially noted.

Primary Grades

The Airport (10 min) Sound. B&W. Rental or Purchase: EBFilms.

- The operations of a modern airport are described and the role of airplanes in carrying passengers and freight is illustrated.

Animals Growing Up (11 min) Sound. B&W. Rental: \$2.50 for 3 days. Purchase: \$50. EBFilms.

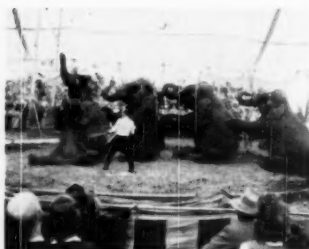
- The first few weeks of life of a litter of puppies, newborn calf and a hatching of chicks is pictured. The mother is shown caring for the young and closeup scenes show how the animals have grown.

Circus (2 films) Sound. B&W or Color. Purchase: Academy.

- Behind the scenes activities that are seldom seen by circus visitors, as feeding the animals and life of the circus people. The two titles are: **Circus Animals; Circus People.**

Circus Day (11 min) B&W. Sound. Rental or Purchase: EBFilms.

- A trip to the circus with all the excitement of clowns, animals and acrobats. The preparations before the performance are shown as well as closeups of the big show.



A scene from "Circus Show"

Circus Show (17 min) Sound. B&W. Purchase: \$67.50. Academy.

- The film takes you "under the big top" and shows highlights of an entire circus performance including the big parade, circus ponies and horses, a spectacular balancing act, tight rope walkers and a trained elephant act.

Come to the Circus (3 reels) Sound. B&W. Purchase: \$75. Library Films.

- The world famous Fratellini troupe of clowns lead off this filming of a big top show. Caroline Mayor is photographed in her tightrope walking act. Scenes of trained horses, performing elephants and wild tiger taming.



EB Films "The Airport"

Creative Hands Series (4 films—5½ min each) Sound. Color. Purchase: \$50 each or \$190 series. International Film Bureau.

- Pictures children with classroom materials demonstrating skills and pastimes but stressing imagination and creativeness. Titles are: **Paper Sculpture** Shows youngsters creating things from paper sacks, colored paper, cardboard and paint. Part of the group builds a complete circus while others work on their own projects.

Finger Painting Shows children using this technique for the first time and explains how it's done.

Model Houses The whole group builds a community, making the houses from cardboard and pasting on doors and windows.

Design to Music Each child draws as he listens to music, letting the melodies and rhythm suggest what the picture will be.

Johnny at the Fair (10 min) Sound or Silent. Purchase: Sound \$17.50, Silent \$8.75. Sterling.

- The story of a little boy who gets lost at the Canadian Exhibition in Toronto. In the cast are the comedians Olson and Johnson, Joe Louis and Barbara Ann Scott the world champion figure skater.

Kitty Cleans Up (11 min) Sound. Purchase: \$40. Young America.

- Helen plans to enter her pet cat in the school pet show. Camera follows the cat doing the same things Helen does, washing up and eating her breakfast.

Let's Look at Animals (10 min) Sound. B&W. Purchase: Young America.

- Done entirely in animation and intended to serve as an integral part of a work unit on animals for grade 1 or 2. Shows how our four-footed friends are adapted for living.

Mother Goose Stories (one reel) Sound or Silent. Color. Purchase: \$40. Bailey.

- Animated figurines portray the Mother Goose stories for children.

A Pioneer Home (10 min) Sound. Color or B&W. Rental or Purchase: Coronet.

- Historically accurate settings answer for primary students, such questions as: What was a pioneer home really like? What part did children play in everyday family life? Covers the physical surroundings, home furnishings, hard work and simple pleasures that were part of life in the pioneer American's home. Collaborator: Viola Theman, associate professor of education, Northwestern Univ.

Pirro Series (10 films) Sound. B&W. Purchase: \$17.50 each. Official Films and Gateway.

- Pat Patterson has fashioned a little puppet character called Pirro. The first film shows Pirro looking in the mirror and learning. Titles are: **Hello Pirro; The Thermometer; The Alarm Clock; The Lamp; The Magnet; The Telephone; The Scale; The Vacuum Cleaner; The Blackboard; The Phonograph.**

The Princess and the Dragon. B&W. Sound. Purchase: 8mm \$5.50, 16mm \$17.50. Sterling.

- The film that received a gold "oscar" at the recent Second Annual Cleveland Film Festival for its charming presentation of a children's fairy tale.

Red Hen (10 min) Sound. Color. Purchase: \$75. Arthur Barr.

- A red hen slips away from the barnyard flock and hides a nest in the bushes. Only the duck discovers her secret which she shares with the audience. Shows the mother hen hatching and caring for her little chicks.

Rikki—The Baby Monkey (11 min) Sound. B&W. Rental: \$2.50 for 3 days. Purchase: \$50. EBFilms.

- The charming story of a mischievous little monkey in the jungle. Real-life photography reveals what Rhesus monkeys look like, how the mother cares for her baby, what monkeys like to eat and how young monkeys climb and play.

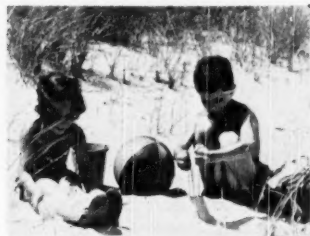
Seven Little Ducks (10 min) Sound. Color or B&W. Purchase: Bailey.

- 6-year-old Carol helps care for a family of Muscovy ducks which she keeps as pets in the back yard. Simple methods of feeding,

Two scenes from the new "Creative Hands Series" (International Film Bureau)



watering, housing, and protective fencing are demonstrated along with the characteristics and life habits of the domesticated Muscovy.



Young America's "We Visit the Seashore"

We Visit the Seashore (10 min) Sound. B&W. Purchase: Young America.

- Tells a story built around a typical day's activities of two primary grade children who are on a visit to the seashore. Aimed at stimulating oral and written composition and at providing young children with background experiences.

A Visit With Cowboys (11 min) Sound. B&W. Rental: \$2.50 for 3 days. Purchase: \$50. EBFilms.

- Cowboys are presented, as seen through the eyes of a red-blooded American boy who is visiting a ranch for the first time. Horses are rounded up and broken to the saddle. Scenes of bulldozing and bucking broncos wind up the film.

We Make Butter (11 min) Sound. B&W. Purchase: \$40. Young America.

- Dick and Jane visit Cousin Billy's farm and learn from Aunt Ruth how butter is made. Teacher's guide included.

The Zoo (10 min) Sound. Color. Purchase: EB Films.

- Designed for young children who may never have seen a zoo. Gives a glimpse of a variety of live animals living in "barless" cages as though they were in their native habitats. Collaborator: Robert Bean, Director of the Chicago Zoological Park (Brookfield Zoo) where the film was photographed.

Intermediate, Junior and Senior High School

THE FINE ARTS

Art for Everybody (10 min) 16mm or 35mm. Sound. B&W. Rental: \$1.50. Purchase: \$25. Nat. Film Board of Canada.

- This film portrays the role an art gallery can play in the lives of the people in a community. Scenes of art exhibitions from many nations. Special emphasis is placed on how the gallery can help develop the imagination and talent of children, through participation in painting and modelling, costume making and pageants.

Barber of Seville (21 min) Sound. B&W. Purchase: \$100. Official Films.

- The highlights of Rossini's opera "Barber of Seville" are pictured. Angelo Questa directs. The orchestra and chorus are from the Rome Opera House and members of La Scala and Rome Opera companies are cast in the feature roles.

Christmas Slippers (32 min) Sound. Rental or Purchase: Brandon.

- An operatic short based on the music from Cheravichki by Tchaikowsky and the story of Vakula, a blacksmith by Nikolai Gogol.

Circling the Square (11 min) Sound. B&W or Color. Rental: \$3. Purchase: B&W \$30. Color \$75. Contemporary Films.

- A filming of the annual outdoor art spectacle in Washington Square Park in the heart of Greenwich Village in New York. Closeups of paintings of Justine Fuller, the wood sculpture of Nicholas Mocharniak and the water colors of Mimi Korach and Dong Kingman are pictured.

Come Where My Love Lies Dreaming (2 reels) Sound. B&W or Color. Purchase: B&W \$75. Color \$180. Admiral.

- Stephen Foster's song which was written as a tribute to his mother for her devotion, faith and constant encouragement of his aspirations in music.

Drawing For Beginners (4 films) Sound. B&W. Purchase: Young America.

- Artist Gene Byrnes who draws the comic "Regular Fellers" demonstrates the ease with which one can learn drawing. All drawing, the film points out, is variations of four fundamental shapes. The films were produced in cooperation with Professor Elise Ruffine, New York Teachers College, and Harriet Knapp, consultant in arts and crafts. The titles are: **The Circle; The Rectangle; The Square; The Triangle.**

Living Silver, Sound. Purchase: A. F. Films.

- An illustration of the art that goes into making of fine silver. The uses of contemporary handwrought silver appear in formal and simple settings, adding a distinctive and personal touch. The beauty and elegance of each piece is shown to be as distinctive as the style of a great painter. Collaborator: Metropolitan Museum of Art and Margret Craver, Consulting silversmith, Handy and Harmon.

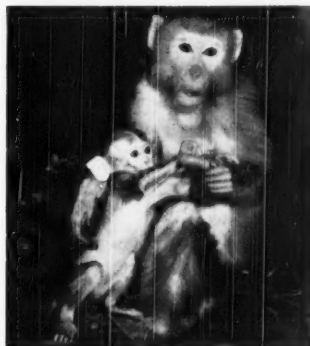
Maillois (2 reels) Sound. B&W. Purchase: Franco-American.

- Scenes of the sculptor at work in his studio showing his technique and some of his most famous work.

Matisse (2 reels) Sound. B&W. Purchase: Franco-American.

- Matisse is shown sketching his grandson. Also there is a slow motion sequence of the

Scene from "Rikki" (see opposite page)



MOTION PICTURES

artist painting a portrait. Commentary available in French or English.

Merry Christmas (one and a half reels) Sound. B&W. Purchase: \$35. Sterling.

- The world famous Vienna Boys' Choir sings many of the world's most beloved Christmas Carols. Story of film shows boys preparing for a festive Christmas party.

Opera-On-Film Series (6 films) Sound. B&W. Purchase: Official Films.

- The six films in this series, photographed directly on stage of the Rome Opera House, have been edited and condensed to an average running time of 25 minutes each. Plot, story continuity, and chief arias have been preserved in each case, and English commentary provided by Olin Downes, music critic of the New York Times. Cast features artists of both Rome and LaScala companies. Each film accompanied by teachers guide.

- | | |
|------------------------------|------------------------|
| 1. Carmen | 4. Don Pasquale |
| 2. Marriage of Figaro | 5. William Tell |
| 3. Barber of Seville | 6. Lucia |

Painting an Abstraction (11 min) Color. Sound. Rental: EBFilms. Purchase: \$30. EBFilms.

- Mr. O'Hara, nationally known artist and teacher, chooses a subject and then demonstrates his own method of "abstracting" certain elements for a water color painting. The subject used is the same as in his previous film **Painting Reflections in Water.**

Steps of the Ballet (2½ reels) Rental: \$3.75. Purchase: \$76. BIS and D. D. Livingston.

- Gard Larsen, Alexander Grant and others are featured with music by the London Philharmonic. The film pictures the production and creation of a ballet.

Kenneth Spencer, Bassa (10 min) Sound. B&W. Purchase: \$16. Eastin.

- Kenneth Spencer, a Negro basso, sings four numbers: "Passing By" by Purcell; "Oh No, John", an English folk song; "Deep River" and "Every Time I Feel the Spirit," two spirituals. His accompanist is Jonathan Brice.

Vienna Philharmonic Series (4 films; approx. 10 min each) Sound. B&W. Purchase: Ableard.

- These films constitute the first four releases in a series which will eventually include 12 to 14 titles. All feature the famous Vienna Philharmonic Orchestra and were filmed on location at the Salzburg Festival or at Radio Vienna. Each title is devoted to all or part of only one composition; conductors include Krips, Boehm, and Schmidt-Genter.

1. **Tales from the Vienna Woods—Strauss**
2. **5th Symphony—Beethoven**
3. **Eine Kleine Nachtmusik—Mozart**
4. **Orpheus In Hades—Offenbach**

What Is Modern Art? (2 reels) Sound. Rental: 1 reel \$4.50, 2 reels \$9. Purchase: 1 reel \$90, 2 reels \$175. Princeton.

- A girl photographer and an artist meet at the Museum of Modern Art in New York. She objects to some of the paintings and sculpture as "mumbo jumbo, sheer nonsense." The artist begins explaining modern trends saying, "We don't paint the object, we paint what we feel." Collaborator: Museum of Modern Art, New York City.

(CONTINUED ON PAGE TWENTY-FOUR)

FILMS IN
Health & Welfare



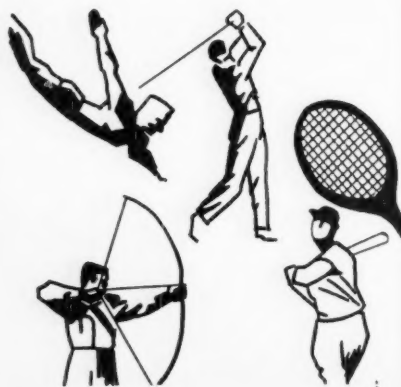
MUSIC • ART • DRAMA

FILMS



ATHLETICS
and Physical
Education in

FILM



1949-50 Magazine Program to Advance Visual Education

RECOGNIZES NEED FOR PUBLICATIONS TO SERVE WIDER FIELDS

PROGRESS IN AUDIO-VISUAL utilization within our schools and the community can only be measured in terms of the number of teachers, department heads, and group leaders who actively use the countless thousands of films, filmstrips and other audio-visual aids such as recordings, opaque projection, etc. with which this nation has now been so lavishly supplied.

The contribution of producers and manufacturers has most apparently been far greater than our progress in marketing and in the national education and information of these prospective users in the school and community. Educational film producers tell us that, due to present methods of evaluation, preview and reporting to the field, almost two years can elapse before a good new film achieves any kind of national distribution. School buying practices being necessarily slow in any case, the hardship caused by such antiquated and indirect methods of publicity and marketing has made educational film production a risky and unprofitable business for any but the most established concerns.

A RESPONSIBILITY WE SHARE

Completing a three-year continuing survey of this problem during the past summer, Audio-Visual Publications staff members in Chicago noted the following facts:

(1) Present audio-visual journals, one of them in existence for more than a quarter-century, were reaching only a comparative handful of the existing markets. For example, U. S. schools are estimated to own more than 35,000 16mm sound projectors and well in excess of 100,000 35mm filmstrip projectors. Yet only one of the five journals serving audio-visual education (SEE & HEAR) has managed to reach more than 5,000 school readers.

(2) Today's audio-visual journalism attempts to be "all things to all people" and, more often, succeeds in reaching only a few thousands of enthusiastic and already well-con-

vinced audio-visual leaders and department heads. The "horizontal" policy of attempting to serve the vast field of churches, industry and the community as well as the schools within a single publication of very limited total circulation is obviously of little value to either the producer or the manufacturer and is even less useful to the small groups of readers in each of these large fields.

OUR PROGRAM ALSO REVIEWED

(3) The existing SEE & HEAR editorial program, up to May, 1949, has been entirely directed to the schools. Editorial content was unswervingly devoted to the curriculum and related problems. But the broadness of the entire school market, the specialized interests of groups within the school field, has also served to limit our editorial usefulness as the content of each previous issue apparently straddles a wide range of elementary, secondary, and college subjects. Meanwhile, we had been learning important and useful lessons from other publication activities, notably the FILM GUIDE LIBRARY which include the first series of specialized resource guides.

In these we have managed to bring together the related interests of such vast market fields as the athletic and physical education departments (SPORTS FILM GUIDE); the school and community safety interests (SAFETY FILM GUIDE); vocational shop classes and apprentice training programs in industry (THE INDEX OF TRAINING FILMS); and the growing field of sound slidefilm utilization (SOUND SLIDEFILM GUIDE).

HERE ARE MAIN OBJECTIVES

Measuring the full range of audio-visual markets in the schools and the community we note the following sales opportunities:

There are more than 50,000 physical education directors and coaches in our schools who are not today being served by an audio-visual publication program. Having kindred interests are countless other thou-

sands of industrial and community recreation directors.

The field of language instruction includes tens of thousands of teachers of French, Spanish, German and other languages who are not informed about materials available to aid their work.

Music, art and drama teachers on all levels of instruction could take advantage of hundreds of films, filmstrips and recordings now available to them. Speech classes would be especially benefited by audio-visual techniques. But little information of authoritative value on materials and methods is getting to these important and large school departments.

In the field of science education, the very large contribution already made by film and filmstrip producers is little publicized to the enormous field of potential users in high schools and colleges, as well as among adult groups in the community.

HERE IS OUR PROGRAM

We have translated our *practical answer* to this informational and marketing need into an entirely new publication program which begins with the next issue of SEE & HEAR. In the months following our readers will receive a most useful series of special issues. *In addition to complete coverage of important news and product developments*, the editors will present a series of special feature issues devoted to the following subjects:

- (1) A complete resource guide (films, filmstrips and recordings) for the FOREIGN LANGUAGE field.
- (2) A special issue featuring audio-visual materials for SCIENCE EDUCATION.
- (3) A SPORTS, PHYSICAL EDUCATION AND RECREATION issue, containing all the existing materials (lists plus evaluations) and the best techniques for their application in instruction, public relations, etc.
- (4) A Special Report for MUSIC, ART, AND DRAMA teachers and community workers, including films on literature and the dance.
- (5) The vital field of HEALTH, WELFARE AND HYGIENE will be served by a special feature issue on that subject.
- (6) THE PRIMARY BOOK will provide teachers from pre-Kindergarten to 4th Grade level with all the audio-visual resources and utilization ideas.

IDEAL Has Them!

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MOTION PICTURES

FOLK ARTS & CRAFTS

The ABC of Puppet Making (2 reels, 20 min) Sound. Purchase: Bailey, \$65, one reel \$36.

- Shows how to make and dress puppets of the simplest type. The first reel is complete in itself. The second reel explains how to make a papier-mache head and illustrates how to hold and manipulate the puppets and how to build a puppet theatre.

Art of Leather Carving (20 min) Sound. Color or B&W. Purchase: Portafilms.

- Joey Smith, famous Western leather artist, demonstrates the complete process of making a woman's purse from leather. Slow motion and close-up photography are used to clarify all important steps including the initial design, preparing the leather, carving, finishing, and the final sewing.

Colour in Clay (11 min) Sound. Color. Rental: \$2.50. Purchase: \$75. BIS.

- The story of modern pottery, a skillful combination of art and science. The film traces the process from the potters wheel to the decorating and glazing process.

Craftsmanship in Clay: Simple Slab Methods (10 min) Color. Purchase: \$75. EFLA.

- An expert potter working in a ceramic studio demonstrates simple methods of making slab pieces. The tools of the trade are explained as he uses them. The emphasis is on imagination in design and fine craftsmanship. The film was produced by Indiana University. Collaborator: Karl Mertz, instructor in ceramic art, Indiana Univ.

Mexican Potters (11 min) Color. Purchase: \$80. Hoefler.

- The old art of making pottery in Mexico with explanations of the processes.

LANGUAGE ARTS AND LITERATURE

James Fenimore Cooper (18 min) Sound. B&W. Rental: \$5 for 3 days. Purchase: \$85. EBFilms.

- We see the novelist grow from a young man, dreaming of pioneer adventure on the frontier, to a mature, distinguished author of the first great American novels based on the American frontier scene.

Charles Dickens: Background for His Works (10 min) B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- English scenes were filmed to bring to life the times of the great English novelist. The film is aimed to stimulate outside reading of Dickens' works as well as to give an introduction for beginning study.

Washington Irving (18 min) Sound. B&W. Rental: \$5 for 3 days. Purchase: \$85. EBFilms.

- Skillfully brings to life significant episodes in the life of Washington Irving, the first American writer to receive prominent world wide recognition. Irving's early life as a New York lawyer is pictured and his later travels and life abroad described.



Scene from "The Loon's Necklace"

Legend of Sleepy Hollow. Sound. B&W. Purchase: \$150. Byron.

- The Washington Irving classic starring Will Rogers. The filming of this story of the headless horseman was at the very locations Irving describes in his story. The picture was made to be authentic in every detail.

Henry Wadsworth Longfellow (18 min) Sound. B&W. Rental: \$5 for 3 days. Purchase: \$85. EBFilms.

- Scenes from the life of the teacher and scholar who became the great American poet are portrayed. Incidents which inspired Longfellow to write several of his best known works are pictured and selections from these poems help to round out a fine filming of the writer's life.

The Loon's Necklace (11 min) Sound. Color. Rental: \$4 for 3 days. Purchase: \$90. EBFilms.

- The old Indian legend of how the loon got its colorful neckband. Ceremonial masks carved by the Indians of British Columbia are worn by characters in the story. Rich color photography, delightful narration and effective background music all contribute to the effectiveness of this prize film.

The Lady of the Lake (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- A brief history of the poet Sir Walter Scott serves as an introduction to scenes of Scotland illustrating this beautiful romantic legend of The Lady of the Lake. The scenes from Scott's poem are shown to be actual places. Collaborator: J. Paul Leonard, president, San Francisco State College.

Folk Music and Films

- Here are some useful sources of films for folk music study:

West of the Great Divide (10 min) Sound. B&W or Color. Purchase: B&W \$22.50 or Color \$85. Hawley-Lord.

- Spade Cooley and his orchestra accompany Hy Heath in three original songs about the West. Film pictures scenes mentioned in the songs.

- Brandon Films, N.Y. (see P.39) also lists many useful subjects in this area, such as **To Hear Your Banjo Play, Tall Tales** (featuring Burl Ives, Josh White, Will Geer and Winston O'Keefe). Write for details.

—for Speech Classes—

Speech Series (3 films, 11 min each) Sound. B&W. Purchase: \$40 each. Young America.

- Three films with teacher's guides included explaining basic fundamentals of speech for college and high school classes. Titles are: **Speech: Platform Posture and Movement**; **Speech: Stage Fright and What to Do About It**; **Speech: Function of Gestures**.

Your Voice (11 min) Sound. B&W. Rental: \$2.50 for 3 days. Purchase: \$50. EBFilms.

- The four phases of voice production are explained: respiration, phonation, resonance and articulation. Real-life photography shows the vocal folds in operation. Exercises for the improvement of the voice are suggested.

Literature and Language

The Tell-Tale Heart (2 reels) Sound. B&W. Purchase: Post Pictures.

- Edgar Allen Poe's classic horror story featuring the actor Richard Hart.

A Terribly Strange Bed (2 reels) B&W. Sound. Purchase: Post Pictures.

- A tale of Wilkie Collins brought to the screen with Richard Greene and Roman Bohnen in the lead roles.

Why Study Foreign Languages (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- Jim is made to understand the importance of foreign languages by his brother Dick who has just returned from Europe. Explains how language helps in enjoyment of travel and reading, international relations and trade. Collaborator: Henry G. Doyle, Dean, Columbian College, The George Washington University.

BUSINESS AND FINANCE

The Balance (10 min) Sound. B&W. Rental: \$1.50. Purchase: \$27.50. BIS.

- A country which cannot export enough to pay for its imports is in danger of collapse. The film illustrates this principle as it concerns Britain, and in the final sequences records an interview with Sir Stafford Cripps.

Banks and Credit (10 min) Sound. B&W or Color. Purchase: B&W \$45; Color \$90. Coronet.

- Nancy and Fred are shown how important a part credit plays in our economic system and how essential the commercial bank is to the economic life of the community.

A scene in "Banks and Credit"



Sharing Economic Risks (10 min) Sound. B&W. Loan: Association.

- A film produced for the Institute of Life Insurance. The story is about a newspaper

route boy and the loss of his bicycle. The use of insurance and how it works is explained.

What Is a Contract? (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- A study of the principles embodied in a contract: mutual assent, competent parties, legal bargain, consideration in both oral and written contracts. Story illustrating these terms concerns two boys who take a summer job and soon find themselves in debt. The drawing up of a contract solves their difficulties. Collaborator: Dwight A. Pomeroy, professor of law, Univ. of Utah.

What Is a Corporation? (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- Three types of business organization are explained and illustrated: single proprietorship, partnership and corporation. The advantages and disadvantages of each is pointed out. Collaborator: Raymond E. Glos, Dean, School of Business Administration, Miami Univ., Oxford, O.

BUSINESS EDUCATION

Improve Your Handwriting (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- This film was planned for wide usage from the fifth grade through high school. The emphasis is placed on how to acquire legible handwriting. Collaborator: Raymond C. Goodfellow, director of business education, Board of Education, Newark Public Schools.



From "Writing Better Business Letters"

Writing Better Business Letters (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- Three basic elements of a good business letter are stressed: clarity, brevity and courtesy. Collaborator: J. Paul Leonard, president, San Francisco State College.

ECONOMICS OF LIVING (Occupations and Trade)

American Portrait (25 min) Sound. B&W. Loan: Association.

- Alan Ladd is featured in a story of the major role played by salesmanship in creating our American standard of living. Special emphasis is placed on the life insurance salesman.

Chilean Nitrate (one reel) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Coast Visual.

- Mining and processing of nitrate of soda

in the Atacama Desert. Shows uses of nitrate and its importance in the economy of Chile.

Cities: Why They Grow (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- A study of how cities grow by observing what the workers who live in the cities do. Does not treat sociological problems or deal in statistics, but is concerned mainly with the economic factors which give rise to the growth of cities.

Coal Country (18 min) Color or B&W. Rental or Purchase: Flory.

- Mines in the West Virginia fields are shown in operation. Contrast is made between open pit strip mining and underground mining. How the veins were formed is described.

Cotton Series (11 min each) Color. Sound. Purchase: \$80 each. Hoefler.

- The principal cotton producing areas of the world are pictured and then the step by step story of cotton in America unfolds from the time of its introduction to the present. Second film deals with hand and mechanical picking of cotton crop, and the process of ginning and manufacturing cloth.

Cotton Planting

Cotton Picking

Date Culture (11 min) Color. Sound. Purchase: \$80. Hoefler.

- Filmed at the Dept. of Agriculture experimental date garden at Indio, California. Scenes of the date industry in the Coachella valley from growing through packaging as well as a history of date culture since its introduction into America.

Down to the Sea (23 min) Sound. B&W. Rental: \$3.75. Purchase: \$67.50. BIS.

- A description of the entire operations of building a ship from the designer and his experiments with models in a tank until the completed ship sets off on its native voyage from England to Rio.

Energy in Our Rivers (10 min) Sound. Color or B&W. Rental or Purchase: Coronet.

- The complete story of water power and its uses from the days of the old waterwheel which turned grind and mill stones, to the massive dams and hydro-electric plants of today. Shows how the huge reservoirs of water captured by these modern structures are used to furnish electricity to cities and factories. Collaborator: T. F. Barton, chairman, Dept. of Geography & Geology, Southern Illinois Normal Univ.

Here's How We Print (1 reel) Sound. Color. Purchase: H. Arthur Klein.

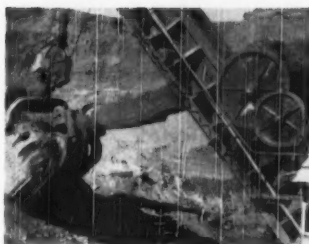
- Illustrates the whole process of printing beginning with setting type in the stick, locking up and press runs. Designed for intermediate grades.

Hill Sheep Farm (19 min) Sound. B&W. Rental: \$2.50. BIS.

- The scene is laid in the hills of Scotland on a sheep farm. Beautiful scenery shots show the rugged terrain and the difficulties of the sheep farmer through the seasons of the year.

Iron Mining (14 min) Sound. B&W or Color. Purchase: B&W \$56.25, Color \$112.50. Academy.

- A filming of open pit iron mining in the Mesabi Range in Minnesota. Scenes of mam-



A scene in "Iron Mining" (Academy)

moth power shovels digging tons of ore at one bite are shown. The ore is pictured in transport by truck, conveyor belt, rail and lake steamer. Loading docks and automatic loading machinery at Duluth are featured. The ore boats going through the Sault St. Marie locks are also pictured.

Salesmanship

Man to Man (25 min) Sound. Loan: Remington.

- Elmer Wheeler the president of Tested Selling Institute and author of several books on salesmanship outlines his five principles of selling and explains them in detail. Rivers Peterson, managing director of the National Retail Hardware Association explains how these principles can be applied to selling of hardware.

Other Industries & Trade

Once Upon a Time (14 min) Sound. B&W. Rental: \$2.50. Purchase: \$47.50. BIS.

- The story of clock making in England. Shows history and modern methods of mass production.

Paper Forests (11 min) Rental or Purchase: Flory.

- A trip to the forests of northern Canada which supply the wood from which much American paper is made. Scenes in the lumber camps, cutting, hauling, floating and work at the mill.

Purse Seining (10 min) Sound. Color. Purchase: \$85. Johnson-Hunt.

- A semi-documentary film on the fishing industry. Shows the type of boats and equipment used to operate a purse seine. Scenes of the fishing fleet in port, repairing nets, preparation for a voyage, the search for fish, setting the net and stowing the catch are presented.

Searchlight on the Nations (20 min) Sound. B&W. Rental or Purchase. Films of the Nations.

- Dramatizes the role modern communications play in current world affairs, particularly in the work of the United Nations. Shows how the radio, telephone, the press, etc., help in the rapid diffusion of knowledge that is essential to the peace and welfare of the world. Produced by the United Nations Film Board.

Tuna Series (11 min each) Color. Sound. Purchase: \$60 each. Hoefler.

- The story of tuna fishing and canning industry from catching the fish to canning. Titles are: **Tuna Fishing; Tuna Packing.**

Community Life and Affairs

FILMS INTERPRET OUR LOCAL AND NATIONAL INTERESTS

America's New Airpower (18 min) Sound. B&W. Purchase: March of Time-Forum.

- A review of modern air planes with scenes of the new jet fighters, B39's, carrier based jets and others.

Are You a Good Citizen? (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- Every viewer of this film will be challenged to check his own citizenship rating. The film tells the story of a man who is chosen to speak at a "Citizenship Day" celebration. The reasons for his being recognized as a good citizen are illustrated. Collaborator: Jerome G. Kerwin, professor of Political Sci-

Card Shark (9 min) B&W. Rental: \$2. Purchase: \$25. Contemporary Films.

- An illustration of the many methods used by professional gamblers to cheat at cards. Close-ups show manipulation of the deck, marked cards and other devices which are used to cheat unsuspecting victims out of \$20,000,000 every year. ence, Univ. of Chicago.

Discussion in Democracy (10 min) Sound. Color or B&W. Rental or Purchase: Coronet.

- Develops a three-fold program for the leader and participants in any democratic discussion, the elements of which are 1) preparation, 2) planning, and 3) personalities. Distinguishes between the results of this kind of well-organized discussion and those of mere argument. Collaborator: W. G. Brink, professor of education, Northwestern University.

Fitness Is a Family Affair (19 min) Sound. B&W. Rental: \$2.50. Purchase: \$50. Nat. Film Board of Canada.

- Neighbors pool their resources and find new interests and enrich community living. Among the new kinds of recreation discovered by the group are a games-room, a workshop and a handicraft group.

In the Good Ground (30 min) Sound. B&W. Rental: Religious Film Assn. \$10.

- This is the story of a man who is a nominal Christian who attends church and is familiar with the Bible. When his son rejects the career he had planned for him, this man becomes embittered. Later he comes to see that religion is more than just knowledge of the Bible but something that must be a part of every day living and he comes to realize his son has a right to choose his own career.

The Inaugural Story (11 min) Sound. Color. Rental or Purchase: Sherman Plan Inc.

- The inauguration of President Truman featuring the oath of office, parade of Governors, and the floats of the states, is pictured in color and narrated by radio news commentator Dwight West.

Life With Grandpa (17 min) Sound. B&W. Purchase: March of Time-Forum.

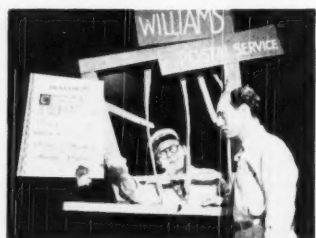
- Describes in detail the problems of the aged: loneliness, a feeling of uselessness, economic insecurity and poor health.

New Town (9 min) Sound. Color. Rental: \$2.50. Purchase: \$75. BIS.

- A cartoon showing the importance of town and country planning in a modern industrial society. Charley the hero, turns his town of drab houses and ugly factories into a spacious city designed to meet the needs of the population.

Our Living Constitution (10 min) B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- The principles embodied in our Constitution which guarantee our rights and protect the interests of the people as a whole are stressed. How these principles remain the basis of our nation but allow for changes and growth in the government to meet the needs of the time is illustrated. Collaborator: J. Donald Kingsley, Ph.D., former professor of government, Antioch College.



from "Powers of Congress" (Coronet)

Powers of Congress (10 min) Sound. B&W or Color. Purchase: B&W \$45; Color \$90. Coronet.

- Mr. Williams dreams that Congress was suspended. From the chaotic results he realizes its important functions and his own responsibilities.

Princeton (20 min) B&W. Loan. Local Princeton alumni clubs in major cities.

- A documentary showing how Princeton University tries to develop its students into competent individuals and citizens. The basic elements of the school's educational philosophy are illustrated and scenes are carefully selected to show how Princeton is trying to make that philosophy work. There are no professionals in the cast.

Productivity: Key to Plenty (20 min) B&W. Sound. Rental or Purchase: EBFilms.

- Illustrates that America's high standard of living is due to our having developed and having learned to use machinery. The key to our continued prosperity it is pointed out is uninterrupted technological progress.

The Rising Tide (30 min) Sound. B&W. Purchase: Nat. Film Board of Canada.

- A story of how cooperatives brought new life and hope to poverty stricken fishermen in Cape Breton. Shows building of a new lobster factory and a local credit union. Some examples of today's cooperatives in the area are shown: a co-op cannery and marketing agency, the Scotsburn creamery and the Edmunston wholesale.

Sing a Song of Friendship (2 films 11 min each) Sound. Color. Rental: \$5 per film. Purchase: \$86 per film. Anti-Defamation League.

- Irving Caesar's songs are used to promote tolerance between Americans of different races and nationalities. The Ken Darby chorus is featured. The audience is encouraged to sing along as the songs are illustrated by animated cartoons.

State Legislature (22 min) Purchase: \$180 Color or \$90 B&W. Academy Films.

- Shows how a law is passed in the state legislature. A typical bill is introduced after visualization of the research and study preceding: readings, hearings, committee action, debate and voting are shown in detail. Closing sequences show adoption of the law, its challenge and review before the State Supreme Court and a decision upholding its constitutionality.

The Supreme Court (10 min) Sound. B&W. Rental or Purchase: Coronet.

- Shows the relationship of the U. S. Supreme Court, the guardian of our Constitutional rights, to the "plain" citizen, and teaches the Court's function, powers, and jurisdiction. Illustrates these principles in practice by following the progress of a typical case from its inception, through the lower courts, to its final hearing before the highest court in our Federal judicial system. Collaborator: Marshall Dimock, professor of political science, Northwestern University.

The Sydenham Plan (10 min) Sound. B&W. Rental: \$3. Association.

- Scenes that tell the story of America's first inter-racial hospital where white and Negro doctors work side by side to treat patients from both races.

What Is a Co-op? (30 min) Sound. B&W. Rental: \$5. Purchase: \$75. Cooperative League.

- Camera crews traveled over 6000 miles to film cooperatives located in every section of the U.S. Among those pictured are health co-ops, farm supply co-ops, REA co-ops, credit unions, grocery co-ops, petroleum co-ops, insurance co-ops and several other types.

When All the People Play (26 min) Sound. B&W. Rental: \$3.50. Purchase: \$75. Nat. Film Board of Canada.

- Annapolis Royal, Nova Scotia is the center of a project in planned recreation that covers a district of over 200 square miles. We watch the project develop and see the variety of activities that are planned and put into operation, such as women's softball teams and the formation of a regional library.

A scene in "Princeton" (see Col. 2)



Your Government (3 films) B&W. Sound. Purchase: \$100 for set. March of Time Forum.

- The major functions of the three branches of our government are outlined and the inter-relationships of these three are presented in detail. Titles are: **The Presidency; The Congress; The Supreme Court.**

Your Thrift Habits (10 min) Sound. Color or B&W. Purchase or Rental: Coronet.

- Shows students that many material goals in life are not the result of "luck" but rather of the kind of careful planning that includes setting up a budget for systematic savings, wise and thoughtful buying, doing without extravagances, and choosing between immediate and future satisfactions.

CONSERVATION

A Heritage We Guard (30 min) B&W. Sound. Loan: USDA. Purchase: Castle \$36.57.

- The story of thoughtless exploitation of American resources, with emphasis on wildlife and soil. Ends with strong appeal for conservation.

Forest Conservation (11 min) Sound. Color. Rental: \$4 for 3 days. Purchase: \$90. EBFilms.

- A striking presentation of man's exploitation of forest lands for his own selfish gain. Graphically forecasts the dire results of this greed and ignorance if it is continued. Suggests what can be done to save our forests.

The Forest Grows (11 min) Sound. Color. Rental: \$4 for 3 days. Purchase: \$90. EBFilms.

- The mature forest and how it grew is illustrated in full color. Forest zones in relation to temperature and rainfall are explained and the phrase "the climax forest" is defined in terms of those dominating species that survive in the mature forest.

The Forest Produces (11 min) Sound. Color. Rental: \$4 for 3 days. Purchase: \$90. EBFilms.

- Portrays, in full color, the development by the forest of great life-giving resources. The vast underground reservoir of the water shed is portrayed in scenes that explain how the trees grow. Implants in the film are hints of how man has threatened these forest resources through exploitation.

Realm of the Wild (27 min) Sound. Color. Loan: USDA. Purchase: \$120.69 Castle.

- Beautiful color photography of American wildlife in their natural habitat. Stresses the importance of wildlife population in relation to available food supply.

Trout Factory (10 min) Sound. B&W or Color. Purchase: B&W \$22.50 or Color \$85. Hawley-Lord.

- Shows how lakes and streams are restocked with fish in one of our more progressive states. Especially recommended by the Izaak Walton League of America.

Use of Forests (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- A visit to the great forests of America, explaining the main types of trees and illustrating the many products we get from the forest. Also pictured is the importance of the forest as a refuge for wildlife and as a recreation area. Collaborator: Thomas F. Barton, associate professor of geography, Indiana Univ.

Vanishing Herds (14 min) Sound. B&W. Loan: USDA. Purchase: \$19.96 Castle.

- Explains how bison, elk and other game animals have nearly been exterminated by thoughtless exploitation and tells what is being done to restore and protect wildlife.

What Makes a Desert (11 min) Sound. B&W. Purchase: \$40. Young America.

- Explains how deserts are formed using the southwestern United States deserts for illustration purposes. Discusses such factors as prevailing winds, and mountain barriers. Also illustrates the reclamation by irrigation.

The Learning Experience BASIC STUDY SKILLS

Describing an Incident (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- An incident is described so that the effect is dullness and lack of interest. Then the same incident is skillfully presented so that the description is interesting to the hearer. The differences in the narrations are pointed out. Collaborator: Dora V. Smith, professor of education, Univ. of Minnesota.

Improve Your Pronunciation (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- A high school student is practicing a class speech he is to give and he becomes aware of his shortcomings in pronunciation. He formulates four rules: pronounce every syllable, pronounce each sound correctly, use accepted pronunciations and use natural pronunciations. Collaborator: Davis Edwards, associate professor of speech, Univ. of Chicago.



Scene from "Know Your Library"

Know Your Library (10 min) Sound. B&W or Color. Purchase: B&W \$45; Color \$90. Coronet.

- Miss Nicholson, the librarian, shows Betty how library books are classified by the Dewey Decimal system; use of the encyclopedia and the "Reader's Guide."

Making the Most of School. Sound. Color or B&W. Purchase: B&W \$45, Color \$90. Coronet.

- Emphasizes the values of education that lie beyond the day to day assignments, through the story of Carl, a junior high student. The opportunities beyond the classroom are pointed out as clubs and sports and student activities.

Making Sense With Sentences (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- The emphasis in this film is on expressing complete thoughts and writing complete

MOTION PICTURES

sentences. Collaborator: Viola Theman, professor of education, Northwestern Univ.

Watch That Quotation (10 min) B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- Emphasis is placed on correct quoting of quotations so that meaning will not be lost or changed or a thought be expressed less skillfully than originally. Use of quotations in writing and speeches is illustrated.

TEACHER TRAINING

The Film and You. B&W. Sound. Purchase: \$27.50. National Film Board.

- The use of films in classrooms and at meetings is graphically presented in this Canadian-made film. How to set up film councils and how they work is explained. The emphasis is on the encouragement of the use of more films by organized community groups as well as in classrooms.

Understanding Children's Play (10 min) B&W. Purchase: \$35. EFLA.

- This is the first of a series of films designed to help parents and teachers understand children better by observing their use of toys and play materials. Scenes of children using blocks, poster paint, crayons, clay, work bench materials, finger paint, miniature life toys and housekeeping equipment are used to show how the child expresses ideas and feelings that he can't put into words. Produced by Caroline Zachry Institute of Human Development.

Who Will Teach Your Child? (24 min) B&W. Sound. Purchase: \$85. McGraw-Hill Text.

- Raises the challenging questions of where good teaching material is to be found, how our teachers are to be trained, and how they are to be encouraged to remain in the teaching field. Excellent for discussion purposes among adult community groups as well as by educational personnel.

PSYCHOLOGY FILMS

Children Growing Up With Other People (23 min) Sound. B&W. Rental: \$4.50. Purchase: \$95. BIS.

- A story of children's development towards that balance between individualism and cooperation which is the achievement of the truly mature adult.

Children Learning by Experience (32 min) Sound. B&W. Rental: \$6. Purchase: \$125. BIS.

- A film for teachers and parents, is a study of children as they go about absorbed in their own affairs, learning their own way to achieve maturity.

Developing Leadership (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- A study of how leadership can be developed and encouraged so that students are ready to assume responsibilities when the need arises. Story in the film shows Bill who knew what to do when a flood threatened his home town. Collaborator: William E. Young.

MOTION PICTURES

Psychology Films (continued)

Developing Responsibility (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

• A young master and his police dog illustrate how to develop responsibility. The boy finds he has to miss out on some fun and that caring for the dog can be hard work at times but that the satisfaction he gets more than makes up for his added responsibilities. Collaborator: I. O. Foster, associate professor of education, Indiana Univ.

Let's Play Fair (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

• Bill and his brother Herb find that fair play is really the way to have the most fun. The film suggests how fair play enters into the student's everyday life.

Motivation and Reward in Learning (15 min) Sound. B&W. Rental: \$2.25. Purchase: \$53. Penn. State.

• Film dramatically demonstrates the importance of motivation and reward in learning. Experimental work with rats is used to illustrate the thesis. Collaborator: Dr. Mark A. May, Institute of Human Relations, Yale Univ.

Over Dependency (32 min) Sound. B&W. Rental: \$3.75. Purchase: \$75. Nat. Film Board of Canada.

• We find a young man Jimmy who is sick in bed and we find that his illness seems to have no physical cause. In tracing his history, it is pointed out that he often takes refuge in comforting of his mother, sister and wife. Through talks with a doctor his illness and fear which have caused his over dependency on others are explained to Jimmy and he begins living again with a new confidence.

Personality Development Series (3 films; 10 min each) Sound. B&W. Rental or Purchase: EBFilms.

• Series provides a clear idea of how children learn to "meet the world"—to live in it and play in it, treating all others with fairness and respect. The films are adaptable to classes in child psychology, social studies, biology, and home economics from the senior high school to college and adult level. Scenes were photographed in the Nursery School of Sarah Lawrence College, and in the homes of mothers and babies who actually appear in the films. Collaborator: L. K. Frank, director, Caroline Zachry Institute of Human Development, New York. Individual titles and content:

Part I—Baby Meets His Parents. Points out that personality differences in children are due not only to heredity, but to individual treatment and environment during infancy and early childhood.

Part II—Helping the Child to Face the Don'ts. Illustrates some of the "Don'ts" every child is confronted with while learning to protect himself and to adjust to society, and analyzes their contribution to the emerging personality.

Part III—Helping the Child Accept the Do's. Shows how to child is expected to conform to the mandates of politeness and personal

living. (Note: This series of three 10-min subjects is also available in a 30 min. one-reel, version for use in community and adult forums. The latter version, covering the same subject matter, is available from EBF under the title *The Emergence of Personality*.)

Ways to Good Habits (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

• A film illustrating how good habits can be substituted for bad ones. The importance of habits, good and bad, is stressed, and the student is encouraged to develop good habits of his own. Collaborator: William E. Young, Divisional Director, The University of the State of New York.

Why Won't Tommy Eat? (19 min) Sound. Color. Rental: \$5. Purchase: \$112.50. Nat. Film Board of Canada.

• We see a little boy picking at his food and the film then goes back to his early boyhood and traces how his eating habits were formed. In the last sequences the boy's mother takes him to a doctor and finds that her attitude of tenseness and impatience contribute a great deal to the difficulty. The doctor encourages her to adopt a new attitude of friendliness and cooperation.

SOCIAL GUIDANCE

Etiquette (5 strips) Silent. B&W. Purchase: \$20 for series, \$4.50 each. McGraw-Hill Text-Film Dept.

• An attractive and easy way to encourage young people to learn the social graces that make for successful social relationships. Correlated with Mary Beery's "Manners Made Easy." Titles are: *Home Ground; School Spirit; As Others See You; Table Talk; Stepping Out.*

Family Life (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

• An illustration of how proper home management of schedules, responsibilities, privileges and finances contribute to a happy home life for all members of the family. Collaborator: Florence M. King, professor of Home Economics, Univ. of Illinois.

Friendship Begins at Home (1½ reels) Sound. B&W or Color. Purchase: B&W \$67.50, Color \$135. Coronet.

• This is a discussion of the adolescent's relationship with the family, stressing the fun of doing things in a family group, and treating parents, brothers and sisters with respect and affection. Collaborator: William E. Young, divisional director, University of the State of New York.

Sharing Work at Home (10 min) B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

• Cooperation between members of the family for the common good is stressed. Collaborator: Wendell W. Wright, Dean of the school of education, Indiana Univ.

Social Guidance Films (10 min each) Sound. B&W. Loan: NY TB and Health Assn.

• Is it ever permissible to break a date? What time should highschool students get home on week day nights? These and other questions are discussed. Titles of the films are: *Your Family and You; Your Friends and You.*

VOCATIONAL GUIDANCE

Careers for Girls (18 min) B&W. Sound. Purchase: March of Time-Forum.

• This film points out the many fields in which there are openings for girls and evaluates them. It makes an excellent vocational guidance film, providing a stimulus for planning a career early in life and helps to create an impetus toward self auditing.

Choosing Your Occupation (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

• This film encourages each individual viewer to appraise himself. It then broadly outlines the possible field of work and illustrates some of the requirements needed in these fields. Collaborator: John N. Given, supervisor of business education, Los Angeles City Board of Education.

Finding the Right Job (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

• This picture is concerned with the actual weighing of job offers in terms of future goals. Job lead sources are suggested and evaluated. Collaborator: John N. Given.

How To Keep a Job (10 min) B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

• Success on the job is explained in terms of getting along with other workers, conduct of work, attitude to the company and other on-the-job factors. The importance of vocational guidance and selection of the right job is treated but not emphasized. Collaborator: John N. Given, supervisor of business education, City Board of Education of Los Angeles, California.

You and Your Work (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

• The film follows Frank Taylor and shows his failure at a good job and his rehabilitation and ultimate success. The right attitude and approach to the job is stressed. Collaborator: John N. Given, supervisor of business education, Los Angeles City Board of Education.

Your Life Work (3 films) B&W. Sound. Rental or Purchase: Carl F. Mahanke.

• Three films of Vocational Guidance Films Inc. which are distributed by Carl F. Mahanke Productions. Titles are:

Church Vocations \$50. A non-sectarian film for all faiths, races and creeds. Illustrates the work of the minister, home and foreign missionary work, church secretarial and social service.

Life Insurance Occupations \$50. An insurance policy is followed through the various departments of the home office of a big life insurance company. Secretaries, typists, clerks, machine operators and accountants are shown at work. In addition, a number of executive positions are presented; actuary, lay underwriter, claims manager, doctor and lawyer.

Counseling—Its Tools and Techniques \$100. A teacher training film. A counselor is shown helping a high school boy solve a very important problem. The film is designed to illustrate the important principles of counseling and clearly demonstrate good counseling in action. Collaborators: Carl M. Horn, C. E. Erickson, Edgar L. Harden and Raymond N. Hatch, Institute of Counseling, Testing and Guidance of Michigan State College, East Lansing, Mich.

A World of Understanding

FILMS TO HELP US UNDERSTAND OUR WORLD PROBLEMS

A Letter of Thanks (2 reels) 35 or 16mm Sound. B&W. Loan: CARE.

- The history of CARE and its work. Scenes of people who receive CARE packages, how they live and work and what the packages mean to them.

Answer for Anne (40 min) Sound. B&W. Rental: \$10. Religious Films Assoc. Purchase: \$250. Caravel.

- Anne is assigned to write an essay on displaced persons for her civics class. She begins asking other Americans what they think about DPs entering U.S. and gets some frank answers. Some wonder where the DPs could work or live. She finally takes the problem to her pastor who is about to review a film on DPs. This film within a film is an explanation of the DP problem with scenes from actual DP camps. Story ends when Anne begins writing her essay in the light of this new information. The film was produced by the National Lutheran Council and will be loaned free to Lutheran churches.

Battle for Bread (23 min) Sound. B&W. Rental or Purchase: \$55. March of Time-Forum.

- Half the people in the world are starving. This film deals with the efforts of The Food and Agriculture Organization of the United Nations who are trying to double the world's food output. The film was produced under the supervision of the United Nations with the cooperation of the F.A.O.



A scene from "British Isles"

The British Isles (10 min) Sound. B&W. Rental or Purchase: EBFilms.

- First in a new series of EBFilms on principle regions of the world, this subject provides an over-all survey of the physical characteristics of the British Isles, including Scotland, Ireland, and Wales as well as England. Analyzes the life and character of the people, the economic life of the area, and stresses the importance of overseas trade in providing an adequate food supply for these islands. Collaborator: H. S. Kemp, professor of geography, Harvard Univ.

English Children (11 min) Sound. B&W. Rental: \$2.50 for 3 days. Purchase: \$50. EBFilms.

- Delightfully presents scenes from typical English family life in the city of York. The daily activities of the children at school, on the playground, at a cricket match and at a grocery store. The film concludes with a



EB Films presents "English Children"

happy family holiday trip to a nearby seaside resort. Collaborator: Harold S. Kemp, professor of geography, Harvard Univ.

The Family—An Approach To Peace (17 min) B&W. Sound. Purchase: March of Time-Forum.

- This film presents life as it is in families in other parts of the globe contrasting their hopes and fears with those of average families here. The aim of the film is to help create peace by bringing about a better understanding of people in other countries.

Food for Asia (10 min) Sound. B&W. Rental: \$1.50. Purchase: \$27.50. BIS.

- Pictures the severe food shortage in the Far East and shows the efforts being made to solve the problem by increased acreage.

India, Asia's New Voice (17 min) Sound. B&W. Purchase: March of Time-Forum.

- A documentary of the emergence of the new state of India touching on the problems of the caste system, new industry and ancient agricultural methods. Scenes of the modern India of machines, mechanized agricultural equipment and a program of public health.

Life of Nomad People (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- The search for pasture and water by the desert tribes has had a great significance in the course of history. Many of our traditions stem from these people as is illustrated in this film. Collaborator: Wallace R. McConnell, professor of geography, Miami Univ., Oxford.

Life on a French Farm (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- The student is introduced to the Duvals who own a French farm. The everyday life and work of these people is filmed so that the viewer can understand how they are like us and how they are different. Collaborator: W. R. McConnell, professor of geography, Miami Univ., Oxford, O.

Meet the Swiss (10 min) Sound. Color. Purchase: \$85. Associated Film Artists.

- The story of the Swiss mountain people and the life their environment imposes on them. Illustrates the three major language areas of the Swiss: Italian, German and French, and shows how such a diverse people live together harmoniously.

Natives of Guatemala (10 min) Sound. Color. Purchase: \$40. Bailey.

- Color photography of how the natives of Guatemala live and work and how they have adapted their lives to their environment.

Peiping Family. Sound. B&W. Rental or Purchase: \$100. International.

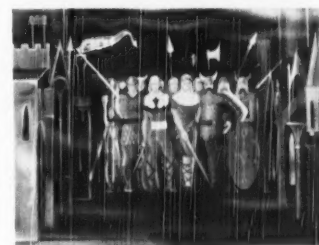
- A documentary that gives intimate and instructive glimpses into the life of a Chinese family. The essential dignity and graciousness of Chinese philosophy is the underlying theme of the film. A Julien Bryan production.

Penny's Worth of Happiness (15 min) Rental or Purchase: A. F. Films.

- A vacation in Switzerland is given to a number of displaced children and the film sympathetically portrays how medical aid and humane treatment can restore these children to a normal happy life.

People of Chile (2 reels) Sound. B&W or Color. Purchase: B&W \$85, Color \$165. Coast Visual.

- An overall view of the culture of Chile with visits to the cities and to the mountains and nitrate and copper mines. Scenes of an election and a description of the history of Chile. A visit to the Straits of Magellan and Patagonia.



A scene from "Picture in Your Mind"

Picture in Your Mind (16 min) Sound. Color. Purchase: \$150. International Film Foundation.

- Discusses international and inter-group relations and examines the basis for prejudice, its origins and the reasons for it. Aimed at encouraging the student to re-examine his own prejudices.

Propaganda Techniques (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- Chuck wonders how much of an election victory can be traced to the influence of propaganda. His class begins a study of propaganda, attempting to classify it according to types and analyzing its purposes. Encourages the student to adopt a judicious critical attitude. Collaborator: William G. Brink, professor of education, Northwestern Univ.

Road for San Pablo (20 min) B&W or Color. Rental or Purchase: Simmel-Meservey.

- A documentary study of the effect of a new modern road on a Mexican farmer. We follow him at his work using hand implements and taking his harvest to market by burro. Then the change slowly begins following the building of the road. The farmer gets modern machinery, including a tractor. His standard of living begins to rise and he has more time for relaxation and pleasure.

MOTION PICTURES

International Understanding:

Robinson Charley (10 min) Sound. Color. Rental: \$2.50. BIS.

- A discussion of the economic history of the British Isles with relation especially to the Economic Recovery Program.

Royal Silver Wedding Anniversary (19 min)

B&W. Rental: \$2.50. Purchase: \$85. BIS.
 • The Silver Wedding of King George VI and Queen Elizabeth was celebrated April 26, 1948. This film records the pageantry of the Royal procession and the tumultuous welcome of the crowds.



"Sampan Family" (Int'l Film Foundation)

Sampan Family (16 min) Sound. B&W. Purchase: \$100. International Film Foundation.

- Portrays the family life of Chinese fishermen who live on boats called sampans. Shows the family's daily fishing in the river, preparation of food, housekeeping and the work of fishermen who use cormorants, a type of bird, to catch the fish.

School in Cologne (15 min) Sound. B&W. Rental: \$2.50. Purchase: \$47.50. BIS.

- The physical and human difficulties which confront the authorities who are trying to rebuild the educational system in war-ravaged Germany.

Spanish Children (11 min) Sound. B&W.

Rental: \$2.50 for 3 days. Purchase: \$50. EBFilms.

- A delightful visit to a rural family of southern Spain. Shows the father and son going to the market and concludes with a family celebration for the little daughter's birthday in the evening.

Stranger at Our Door. Sound. B&W. Rental or Purchase: Family Films.

- This film tells the story of a refugee family that comes to America. At first the well

educated father has trouble finding a job and the son gets into arguments with other boys in the neighborhood. A young American boy takes his part and the problems are straightened out.

Symphony of Life Contact: Arkino Pictures.

- A story of Siberia and its development under the Soviet Union. Photographed in color with a background of Russian music. Directed by Ivan Piriev, director of *They Met in Moscow*. This film was made in Russia.

There Were Two Doctors (20 min) Sound.

Color or B&W. Purchase: Simmel-Meservey.

- A documentary of 20th Century peasant life in the Mexican village of Zinacantan, designed for social studies, geography, and general science classes. Relates the true story of a young Mexican doctor who served his internship in this village, and of the problems he faced trying to bring the benefits of modern medical science to the people, most of whom trusted only the local "witch doctor" whose knowledge consisted chiefly of ancient superstitions and prejudices.

UNESCO and the United Nations

This Is Their Story (30 min) Sound. B&W.

For distribution details write to: United Nations.

- An international relations social-studies subject, sponsored by the World Student Service Fund and UNESCO for distribution to school and community forum audiences. Dramatizes the reconstruction of student life in Europe and Asia.

United Nations Series (4 films—1 reel each)

Sound. B&W. Rental: \$2 per film. Association, or United Nations.

- Four films which explain the organization and activities of the United Nations. Titles are:

Men of Good Will An illustration of how 59 member nations cooperate in the Secretariat.

Tomorrow Begins Today How the UN through the Economic and Social Council helps bring about cooperation between the nations of the world.

The Acadians (10 min) Sound. Color. Rental: \$2.50. Purchase: \$75. Nat. Film Board of Canada.

- The Acadians are the descendants of the French settlers of Nova Scotia. Their history is told and the camera shows them at work farming and fishing and weaving colorful rugs. Scenes of the life in the villages and homes of the people.

African Fauna (11 min) Sound. Color. Purchase: Hoeller.

- Scenes of Uganda, the Kenya Colony and the Belgian Congo. Animal closeups include the water buck, impala, cheetah, crocodile, elephant, zebra, giraffe, lion and hippopotamus.

African Tribes (11 min) Sound. Color. Purchase: Hoeller.

- Camels equipped with sails are pictured in scenes of the Kenya Colony Rendile tribe.

Defense of the Peace An explanation in simple terms of the structure of the United Nations.

Our Town—The World. The principles in the "Universal Declaration of Human Rights" are explained and illustrated.

Voices of Malaya (35 min) Sound. B&W.

Rental: \$5. Purchase: \$87.50. BIS.

- Though still suffering from the effects of the war, five million people of four races—Malay, Chinese, Indian and European—are working side by side to bring to Malaya a life of peace and prosperity.

The World Is Rich (40 min) Sound. B&W.

Rental or Purchase: Brandon.

- A documentary telling the story of UNRRA helping the starving and homeless people of the world. Film states that one in three people on the earth today faces starvation.

A Yank Comes Back (44 min) B&W. Sound.

Rental: \$6. Purchase: \$96. BIS.

- An ex-GI returns to Britain to make a survey of the country for a film. He has a look at British industry, social services and recreation. During his hilarious and complicated journey, he discovers that Britons are working with vitality and energy to get back on their feet. Burgess Meredith plays the leading role.

More Films About China

The Chinese Peasant Goes to Market (1 reel)

Sound. B&W. Rental: \$3.50. Purchase: \$45. Gateway.

- The story of the Chinese peasant and his weekly trip to market where he buys and sells goods and meets his friends. Filmed in Yunnan Province by John Gutmann.

Journey to Kunming (3 reels) Sound. B&W.

Rental: \$10. Purchase: \$135. Gateway.

- The streets of Kunming, the ancient capital of Yunnan province, swarm with merchants, peddlers, rich and poor. This is a study of a city made up of polyglot populations and important as a terminus of the Burma Road.

Geography at Home & Abroad

A scene from EBF's "Spanish Children"



Some of the other tribes that are studied are the Ili Pygmies, the Bambuti of the Lake Albert district and the Mangbetu of the Belgian Congo.

Alaska: Global Crossroads (11 min) Color or

B&W. Rental or Purchase: Flory.

- An evaluation of Alaska in view of the increased use of air travel. Visits to its cities and scenes of Eskimos and a discussion of the problems of the territory.

Australia (10 min) Sound. B&W. Rental or

Purchase: EBFilms.

- A survey of the land and people of the continent "down under", explaining how climate and rainfall affect the population and their way of life. Contains detailed descriptions of the rural, urban, and "bushland" areas of Australia. Collaborator: E. deS. Brunner, Teachers College, Columbia University.

Australian Diary Series (10 min each) B&W.

Sound. Rental: \$2.50 each. Australian News.
• There are now 25 films in this series. The content covers Australian industries, scenery and agriculture.

Camera Journeys to Famous Cities Series (3 min each) Purchase: Bailey.

• Three films in the series that are now available are those on Hollywood, New York City and London, England.

Carlsbad Caverns, N.M. (3 min) Color. Silent.

Purchase: 16mm \$14.75, 8mm \$7.50. National Park Films.

• Stalagmites and stalactites filmed in color to catch the eerie beauty of these underground caverns.

Cherry Blossoms in Washington (3 min) Color.

Silent. Purchase: 16mm \$14.75, 8mm \$7.50. National Park Films.

• A visit to our capital city when the cherry blossoms are in bloom.

Colonial Williamsburg, Virginia (3 min) Silent.

Color. Purchase: 16mm \$14.75, 8mm \$7.50. World of Color.

• A visit to the town of Williamsburg, Virginia which has been restored to its appearance and beauty of colonial times.

Death Valley Monument (11 min) Sound.

Color. Purchase: Hoefler.

• Petroglyphs chiseled by stone age man, are photographed in this study of the famous Death Valley. Color photography brings out the beauty of the canyons and the majesty of the Funeral Mountains and Furnace Creek.

Denizens of Death Valley (18 min) Sound.

B&W. Purchase: Bailey.

• Closeups with microphotography of some of the insects of the valley revealing their protective coloring. The camera moves along and stops occasionally to observe scenery, Indians, rattlesnakes and other Death Valley life.

Study of World Peoples

The Earth and Its Peoples (36 films—20 min each) Sound. B&W. Purchase: \$100 per film. United World.

• The 36 film series produced by the Louis de Rochemont Associates. Part I (7 films) deals with how people live, at home and around the world; Part II (14 films) illustrates how people live and work in the Americas; Part III (15 films) shows how people outside

of the Americas have adjusted to their physical environment. The titles are:

Part I

Nomads of the Jungle—Malaya

Farmer-Fishermen—Norway

A U.S. Community and Its Citizens

Villagers of the Nile—Egypt

Mountain Farmers—Switzerland

China's Crowded South—Szechwan

Eskimo Sea Hunters—Northern Greenland

Part II

Cross Section of Central America—Guatemala

Horsemen of the Pampas—Argentina

Market Town—Central Mexico

Brazil's Expanding Southeast

Highlands of the Andes—Peru

The Changing Cotton Belt—U.S.A.—Southeast

Cornbelt Farmers—U.S.A.—Midwest

The Lumber States—U.S.A.—Pacific Northwest

Living in the Metropolis—Metropolitan New York

Part III

Tropical Mountain Land—Java

Riches of the Veldt—South Africa

Ganges River Valley—India

Sheep Ranching Country—Southeastern Australia

Middle East Pipeland—Iraq, Trans-Jordan, Palestine

Island Nation—Japan

Oriental City—Peking, China

On Mediterranean Shores—Southern Greece

The Po River Valley—Italy

Farm and City—France

Land Behind the Dikes—Holland

A Nation of Traders—Great Britain

Industry for Europe—The Saar and Alsace-Lorraine

Crossroads of Europe—Czechoslovakia

Tractor Story

• Editor's Note •

• This important new sound film production program is continuing to cover many important areas in world geography. Write for a complete descriptive catalog of films available as well as nearest rental or preview sources.

MOTION PICTURES

Empire State Building (3 min) Color. Silent.

Purchase: 16mm \$14.75, 8mm \$7.50. World in Color.

• The world's largest building photographed in color with views of the observation tower and interior.

Glacier Park (22 min) Color. Sound. Purchase: \$160. Hoefler.

• Color photography of a Dominion National Park located in the Canadian Rockies.

Iberian Peninsula (10 min) Sound. B&W.

Rental or Purchase: EBFilms.

• Animated drawings and live action photography are used to give a brief but comprehensive view of the resources, industries, topography, and economic and social conditions of present-day Spain and Portugal. Collaborator: H. S. Kemp, professor of geography, Harvard University.

Inside Newfoundland (11 min) Sound. B&W.

Rental: \$1.50. Purchase: \$25. Nat. Film Board of Canada.

• A study of Canada's newest province. Begins with scenes of St. John's the capital city and illustrates some of the history of the province. Scenes of a typical fisherman's home. Picture ends with views of modern airport and new industries in Newfoundland.

Invitation to the Nation. Sound. B&W or Color.

Purchase: B&W \$50, Color \$100. Byron.

• A moving panorama of Washington D.C. with scenes of historic spots, busy streets, public buildings and a visit to Mount Vernon. The narrator is "the voice of George Washington."

A Journey to African Lakes (10 min) Sound.

Color. Rental: \$5. Purchase: \$90. Africa Films.

• A travelogue showing African lakes in the Belgian Congo as well as native dancers, market scenes and an African school play.

Journey to Provence (10 min) Sound. Color.

Rental: \$3. Purchase: \$85. Simmel-Meservey.

• A visit to this historical province in southeastern France showing holiday festivals, dress and customs of the people and the beautiful French countryside.

Kentucky Dam (20 min) Sound. Color. Loan.

TVA.

• Second in a series of documentary films

These scenes are typical of pictorial interest in "Earth and Its Peoples"



MOTION PICTURES

GEOGRAPHY: continued

sponsored by the TVA as a record of its major construction projects for the control of the Tennessee River system. This subject describes the building of the longest dam East of the Rockies. Dramatic and educational from the standpoint of engineering concept and human achievement in the face of almost insurmountable natural obstacles.

Life in the Central Valley of California (10 min) B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- An illustration of man's conquest of what seemed to be wasteland. Scenes of early California settlers and the arid plains and the changes that irrigation has brought so that this valley is now fertile and rich. Collaborator: W. R. McConnell, professor of geography, Miami Univ., Oxford, O.

Life in Hot, Dry Lands (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- In desert lands, plant and animal life must struggle for bare existence. The student is shown the great desert areas of the world and learns what they are like and why they are barren wastelands. Collaborator: W. R. McConnell, professor of geography, Miami Univ., Oxford, O.

Life in Lowlands (10 min) B&W or Color. Sound. Purchase: B&W \$45, and Color \$90. Coronet.

- A film journey to Holland emphasizing the problems of a nation having much of its territory below sea-level. Shows how the sturdy Dutch farmers and engineers have turned it into rich, productive polders, or farms.

Life in Mediterranean Lands, Southern California (10 min) B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- The title refers to the type of climate that exists near the Mediterranean Sea. Southern California is such a land of two seasons and the film illustrates how its people have adapted themselves to this sunny Mediterranean climate. Collaborator: W. R. McConnell, professor of geography, Miami Univ., Oxford, O.

Life in the Mountains (Switzerland) (10 min) B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- The difficulties of the Swiss living in mountainous regions is examined in detail as well as other aspects of Switzerland. Collaborator: Clyde Kohn, associate professor, Dept. of Geography, Northwestern Univ.

Mammoth Cave, Ky. (3 min) Color. Silent. Purchase: 16mm \$14.75, 8mm \$7.50. National Park Films.

- A boat ride on underground Crystal Lake has been filmed in this first color motion picture of the great cave. Made in cooperation with the Department of Interior.

Meet the Sioux Indian (10 min) Sound. Color. Purchase: \$85. Associated Film Artists.

- Pictures the Indian tribe which is most familiar to the classroom—the Sioux Indian of the plains. The direct relationship of a primitive people to their environment and the three basic needs—food, shelter and clothing.

Men of Lunenburg (15 min) Color. Sound. Rental: \$5. Purchase: \$112.50. Nat. Film Board of Canada.

- The story of the bluebonnet schooners and the men who build and sail them. Scenes of the Grand Banks cod fishing and illustration of the life of the men of Lunenburg.

Navajo Indians of the Painted Desert (10 min) B&W. Sound. Purchase: \$30. Bailey.

Modern Design for Travel—Mexico (2½ reels) Sound. Color. Loan: National Education Association.

- Filming of an NEA tour group in Mexico.

Monticello, Home of Thomas Jefferson (3 min) Silent. Color. Purchase: 16mm \$14.75, 8mm \$7.50. World in Color.

- The home that Thomas Jefferson planned and built is visited and scenes of historic interest and beauty presented.

Mt. Vernon, Home of George Washington (3 min) Silent. Color. Purchase: 16mm \$14.75, 8mm \$7.50. World in Color.

- A brief visit to the home of America's first president describing its historic significance and beauty.

National Park Films (3 min each) Color. Silent. Purchase: 16mm \$14.50 each, 8mm \$7.50 each. National Park Films.

- Our National Parks photographed in color showing scenes of scenic beauty and historic interest. Produced in cooperation with the Department of the Interior. Titles are:

Acadia National Park, Maine
Big Bend National Park, Texas
Bryce Canyon National Park, Utah
Crater Lake National Park, Oregon
Death Valley National Monument, California
Glacier National Park, Montana
Grand Canyon National Park, Arizona
The Grand Canyon—2
Grand Teton National Park, Wyoming
Great Smoky Mountain National Park, Tennessee, North Carolina

Indian Summer in the Smoky Mountains
Kilauea (Hawaii National Park)

Kings Canyon National Park, California
Lassen Volcanic National Park, California
Mesa Verde National Park, Colorado
Mount Rainier National Park, Washington
Olympic National Park, Washington
Petrified Forest National Monument, Arizona
Rocky Mountain National Park, Colorado
Sequoia National Park, California
Statue of Liberty, National Monument, New York

Yellowstone National Park, Wyoming
Yosemite National Park, California

Zion Canyon National Park, Utah

Ohio River—Lower Valley (11 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Academy.

- This film completes the story of the Ohio River scene in "Ohio River"



River from Cincinnati to its junction with the Mississippi at Cairo. The canal and locks around the rapids at Louisville are featured as well as scenes of lower valley farms and industries.

Ohio River—Upper Valley (11 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Academy.

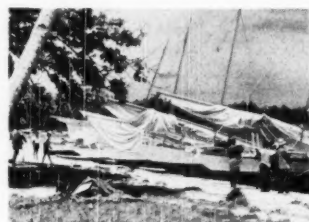
- Air views and animated maps illustrate the relation of the Ohio River to the cities and industries along its banks from Pittsburgh to Cincinnati. Pittsburgh's blast furnaces, coke plants and cement plants and Cincinnati's flood wall are among the scenes filmed.

Pacific Coast of Mexico—Mainland (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$85. Johnson-Hunt.

- Scenes of the mainland taken on the Pacific coast of Mexico.

Pacific Coast of Mexico—Baja California (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$85. Johnson-Hunt.

- Scenes taken on the Pacific coast of Mexico showing the terrain of the shore with scenes of fishermen.



A scene from "Pacific Island"

Pacific Island (18 min) Sound. B&W. Purchase: \$100. International Film Foundation.

- A visit to a small coral island in the Marshall group showing the natives' homes, villages and customs. One exciting scene shows a skilled native diver capturing a giant clam under water. How coral atolls are formed is explained.

Peoples of the Skeena (19 min) Sound. Color. Rental: \$5. Purchase: \$150. Nat. Film Board of Canada.

- The Gitksan and Tsimshian Indians of northern British Columbia are shown practicing their traditional crafts. Scenes of the totem poles and the mountain and timber country. The film closes with a study of how the Indians are adopting the white man's ways.

Pilgrimage to Brittany (10 min) Sound. Color or B&W. Purchase: Simmel-Meservy.

- Another release in Simmel-Meservy's continuing series on post-war France. This subject features an account of the much discussed but little understood people, customs, and traditions of the ancient French province of Brittany.

Red Runs the Fraser (11 min) Sound. Color. Rental: \$2.50. Purchase: \$75. Nat. Film Board of Canada.

- The Fraser River in British Columbia is the scene of annual salmon runs. Views of the river shallows which appear red because of the many fish and some shots of the work of the international commission in clearing out by-pass obstructions in the river bed.

Saguenay (21 min) Sound. B&W. Rental: \$2.50. Purchase: \$50. Nat. Film Board of Canada.

- Scenes of the richness of the great valley of northern Quebec. The descendant of an early pioneer makes a tour of the region visiting the forests and pulp mills and the great aluminum factory.

Saint John Valley (22 min) Sound. B&W. Rental: \$2.50. Purchase: \$50. Nat. Film Board of Canada.

- The beautiful New Brunswick valley from the part of St. John to Edmunston is pictured, telling the story of the explorer Champlain and the history of the territory. Picture closes with scenes of modern pulp-mill and salmon industry of today.

Scottish Universities (22 min) Sound. B&W. Rental: \$2.50. Purchase: \$47.50. BIS.

- For five centuries, St. Andrew's, Glasgow, Aberdeen and Edinburgh have served the youth of Scotland and the world. The film tells the story of the foundation and growth of these universities and surveys current educational problems.

Skeena River Trapline (16 min) Color. Sound. Rental: \$5. Purchase: \$112.50. Nat. Film Board of Canada.

- The Getikshan Indian of northern British Columbia is shown handling the trapline which brings him his living. Ben sets out with the falling of the first snow and is seen setting traps and placing caches of supplies. Color photography accents the beauty of the mountainous timber country.

Spain: The Land and the People (10 min) B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- A visit to Madrid in the north down through the fertile river valleys to the south of Spain. The importance of Spain in history and literature is illustrated and this country's influence on our own culture is examined. Collaborator: W. R. McConnell, professor of geography, Miami Univ., Oxford, O.

Stories of Holland: Background for Reading (10 min) Sound. B&W or Color. Purchase: B&W \$45 or Color \$90. Coronet.

- Offers an interesting and entertaining journey through Holland which provides Intermediate and Junior High School students with a vivid, visual background for their reading about this country. Includes a visit to Breuk, the setting for the story of Hans Brinker and other places of literary interest. Collaborator: Wendell W. Wright, Dean, School of Education, Indiana University.

The Story of a City—New York (22 min) Sound. Rental: \$7.50. Purchase: \$158. Simmel-Meservey.

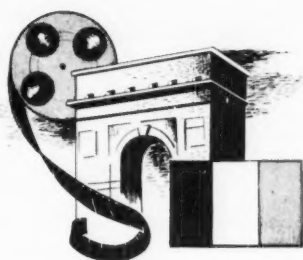
- Scenes from New York, skyscrapers and a tour of the five boroughs with a map illustrating their location.

Washington D.C. (3 min) Color. Silent. Purchase: 16mm \$14.75, 8mm \$7.50. National Park Films.

- The Capitol, White House, Lincoln and Jefferson Memorials, Washington Monument, Arlington Cemetery and many government buildings are visited.

Wild Life in Africa (10 min) Sound. Color. Rental: \$5. Purchase: \$90. Africa Films.

- A travelogue to Africa showing wild animals and birds of the Belgian Congo, including an elephant charge.



Wind Cave, S.D. (3 min) Color. Silent. Purchase: 16mm \$14.75, 8mm \$7.50. National Park Films.

- The Wind Cave is famous for rock formations which have been called "boxwork" to describe their peculiar structure. The color photography shows how this cave is thereby different from all other American caves.

Yellowstone—Grand Tetons (22 min) Color. Sound. Purchase: \$160. Hoefler.

- Two of America's scenic National Parks photographed in color.

Yosemite National Park (11 min) Sound. Color. Purchase: \$80. Hoefler.

- Scenic beauty of one of America's best loved National Parks photographed in color.

What Is A Map? (10 min) Sound. B&W. Purchase: \$40. Young America.

- A small girl is writing a letter to her friend and wants to explain what her room looks like. By use of animation, the concept of maps is introduced and explained.

TRANSPORTATION

Bob Gaffner Series (3 films) Sound. Color. Purchase: Frith.

- Bob Gaffner is a typical boy with an interest in the sea. He learns about cargo shipping, fishing and the harbor construction work. Titles of three films are: **Sale In Port**; **Bob Gaffner, Fishermen's Helper**; **Bob Learns About Ocean Trade**

Airlift to Berlin (11 min) Sound. B&W or Color. Rental or Purchase: Flory.

- A documentary of the famous "operation vultures" which broke the Russian blockade of Berlin.

Ancient Rome (10 min) B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- A study of ancient Rome's contribution to our culture. Scenes of Roman architecture, engineering and life of the people are illustrated and the effect of Roman government and ideas examined. Collaborator: I. O. Foster, associate professor of education, Indiana Univ.

Captain John Smith—Explorer (16 min) Sound. B&W or Color. Purchase: Va. Dept. of Ed.

- The story begins with a visit to Jamestown to the statue of John Smith. The statue then becomes narrator and tells the story of Smith's adventures in the new world in the first person. Among the incidents filmed is the story of Powhatan and his daughter Pocahontas.

MOTION PICTURES

Building a Highway (10 min) Sound. B&W. Rental or Purchase: EBFilms.

- Explains the role of highways in America's transportation system, and shows the major processes of modern road-building. Maurice B. Lagaard, professor of civil engineering, Technological Institute, Northwestern Univ., Collaborator.

Horizons Unlimited (17 min) Sound. 16mm or 35mm. Loan: Nat. Highway Users.

- An overall picture of the role of highway transportation in America. Scenes showing how highways bring the farmers to the city markets, the bus systems, the large truck transports and lastly family pleasure driving. The picture points out that highway transportation offers unlimited opportunity for Americans in all fields of endeavor.

Trucks That Serve Our City (11 min) Sound. B&W. Purchase: Tomkins.

- Pictures the many types of trucks from the small ice cream type to the mammoth freight haulers. Points out how the city depends on trucking for food and other necessities.

Your Postal Service (2 films) Sound. B&W. Purchase: Johnson Hunt.

- For Elementary grades. Titles self explanatory.

The Travels of a Letter: The Handling of a Package.

Sponsored Films Available

- Railroads and steamship companies offer useful sponsored films for related studies in this curriculum area. Write Modern Talking Picture Service, Inc. 45 Rockefeller Plaza, N.Y. for list.

Men and Events Make History

Benjamin Franklin (18 min) Sound. B&W. Rental: \$5 for 3 days. Purchase: \$85. EBFilms.

- Statesman, patriot, scientist, inventor and man of letters: the rich full life of Benjamin Franklin is told from his beginnings as a printer apprentice to his days as American representative in England and France.

History Series (10 films) Sound. B&W. Rental: Teaching Film Custodians.

- Selected sequences from Hollywood films of the past are presented as an aid for teaching of the social studies. Films fall into two classifications: American History and World History. Titles are:

The Howards of Virginia; Wells Fargo; Tennessee Johnson; Brigham Young; Drums Along the Mohawk; The Crusades; The House of Rothschild; Tale of Two Cities; Conquest; Marc Antony of Rome (original title Cleopatra).

MOTION PICTURES

HISTORY

Thomas Jefferson (18 min) Sound. B&W. Rental: \$5 for 3 days. Purchase: \$85. EBFilms.

- Dramatic incidents from Jefferson's life, sketch a revealing portrait of the character of America's third president. Included are scenes of writing the Declaration of Independence, contributions to social reform, success as Minister to France, political campaign for the presidency, the Louisiana Purchase, the commissioning of Lewis and Clark and his founding of the University of Virginia.

Kamikaze (3 min) Silent. B&W. Purchase: 16mm \$14.75, 8mm \$7.50. World in Color.

- Japanese suicide planes attacking U.S. ships as photographed by the U.S. Navy. Climax is the explosion of a giant aircraft carrier.

Story of Christopher Columbus (17 min) Sound. B&W. Rental or Purchase: EBFilms.

- Presents important episodes in the life of Christopher Columbus, as boy and man, aimed at the interests of intermediate and junior high school students. After brief scenes of his childhood, covers his many later disappointments in winning support for his plan to prove the "round world" theory, his eventual success in the Court of Spain, his first voyage and the triumphant landing at San Salvador.



"How to Be Well Groomed"

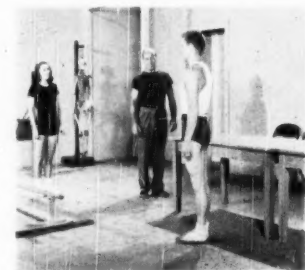
How to Be Well Groomed (10 min) Sound.

Color or B&W. Rental or Purchase, Coronet.

- With Don and Sue as examples on the screen, students learn that success in business and in friendships often depends a great deal on first impressions, on how you look. Demonstrates four fundamentals of a pleasant appearance: good health, good posture, cleanliness, and neatness.

The Human Hair (11 min) Rental or Purchase: Bray.

- A study of the hair as being a part of the skin, illustration of its growth and an appreciation of its importance to personal appearance.



"Improving Your Posture" (Coronet)

Improving Your Posture (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- Points out the areas of the body where posture is controlled and demonstrates that good posture is a balance of opposing sets of muscles. Helps the student to overcome his individual posture faults by stressing relaxation, self-diagnosis, and correction. Collaborator: Erwin F. Beyer, Physical Education Department, University of Chicago.

Rest and Health (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- A track coach explains to his star athlete the importance of sleep and rest. The film explains the fundamental facts about rest and encourages students to build correct rest habits. Collaborators: Dean F. Smiley, M.D., and Fred V. Hein, consultants in health and fitness, Bureau of Health Education, American Medical Assn.

Save Those Teeth (11 min) Sound. B&W. Rental: \$2.50 for 3 days. Purchase: \$50. EBFilms.

- Proper cleansing in the care of the teeth is stressed. Illustrations of how excessive use

Films for Health & Hygiene

Attitudes and Health (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- The story of two high school students who are disappointed: the boy who fails to make the team and the girl who fails to get an expected promotion. The film illustrates how wrong attitudes can prevent one from doing his best and how right attitudes and self-confidence are vital to good health. Collaborators: Dean F. Smiley, M.D. and Fred V. Hein, American Medical Assn.

The Big Fight Sound. B&W. Rental: \$2 the first day, \$4 per week. Purchase: \$20 per 16mm, \$50 per 35mm. Rental or Purchase: Columbia Univ.

- Picture opens with Joe Louis writing a V-mail about the fight against venereal diseases. Picture shows scenes from fights and Joe Louis in the army.

Care of the Skin (11 min) B&W. Sound. Rental: EBFilms. Purchase: \$50. EBFilms.

- Three children are shown preparing to go to bed. Using them as examples, correct methods of washing hands and face are emphasized. Common skin ailments are illustrated.

Charley's March of Time (9 min) Sound. Color. Rental: \$2.50. Purchase: \$75. BIS.

- An explanation of the benefits of the National Insurance Act which covers every Briton and gives him security from fear of sickness, unemployment and old age.

Cleanliness and Health (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- Using microphotography, the presence of germs around us is illustrated and the importance of cleanliness for health emphasized. The story concerns a boy's visit to his doctor. Collaborator: N. E. Bingham, associate professor in the Teaching of Science, Northwestern Univ.

The Common Cold (11 min) Sound. B&W. Rental: \$2.50 for 3 days. Purchase: \$50. EBFilms.

- The story of a boy with a severe cold who pays a visit to the doctor serves as an illustrated explanation of care and the prevention of colds. The secondary infections

that may grow out of a cold, if untreated, are explained.

The Ears and Hearing (11 min) Sound. B&W. Rental: \$2.50 for 3 days. Purchase: \$50. EBFilms.

- The physiology of the human ear is explained by means of graphic animated drawings and closeup photography. The narrator explains how the ear operates and illustrates three common causes of impaired hearing as well as how a hearing aid helps.

Exercise & Health (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- Points out the frequently overlooked fact that there is much more to exercise than just building muscles; that the right kind of exercise can go a long way toward making us healthier, happier, better balanced people. Collaborator: Erwin F. Beyer, Physical Education Department, University of Chicago.

Feeling All Right Sound. B&W, 16mm or 35mm. Rental: \$6 first day, \$12 per week. Purchase: \$50 per 16mm, \$100 per 35mm. Rental or Purchase: Columbia Univ.

- A documentary produced by Southern Educational Film Production Service for the State of Mississippi. Story is of Negro couple who take the pre-marital VD test. The boy is found to have syphilis and pictures show how he is cured.

A scene from "Feeling All Right"



of refined sugar affects the teeth are explained as well as use of sodium fluoride solution in the prevention of tooth decay. Specific rules for care of the teeth are prescribed.

Your Very Good Health (10 min) Sound. Color. Rental: \$2.50. Purchase: \$75. BIS.

- A cartoon showing how the National Health Services Act sponsored by the Labor government will affect the average worker and his family.

TRAFFIC SAFETY

The Safest Way. Sound. B&W or Color. Loan or Purchase: American Automobile Assn.

- Scene is in an elementary grade school room. The class is discussing safety in

traffic, and each maps out his safest route to school, church and the movies.

You're Driving 90 Horses (26 min) Sound. Loan: Bell Telephone.

- The average car of about 90 horsepower can be of great service or cause great damage. This film illustrates some of the hazardous "accident traps" and gives pointers on "defensive driving" to avoid accidents. The three "C's", Concentration, Control and Courtesy are stressed.

Wheel Sense (20 min) Sound. Color. Loan: Association.

- Torpedo Jones, racing car driver, explains safe driving techniques. The film was sponsored by Studebaker to be used primarily for beginning drivers but is valuable for experienced drivers as well.

Home Economics Films

Consumer Protection (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- A comparison of two families' buying habits. One buys according to looks and price while the other achieves a higher standard of living on the same income by careful purchases using consumer information supplied by government and private agencies. Collaborator: Elvin S. Eyster, chairman, Dept. of Business Education, Indiana Univ.

Home Economics Series (one reel each) Sound. B&W. Purchase: Young America.

- Collaborator: Professor Edna Hill of the University of Kansas.

Cooking: Terms and What They Mean. Clear explanations of cooking terms commonly misunderstood in cooking procedures.

Cooking: Kitchen Safety. Illustrates what some common safety hazards in the kitchen are and how to prevent accidents from happening.

Cooking: Measuring. Shows why some experienced cooks do not appear to follow precise measurements. Advises those with

limited experience to measure ingredients carefully.

Cooking: Planning and Organization. Illustrates how to organize the kitchen for best efficiency.

Preserving Food (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- Care, cleanliness and control of moisture and temperature are the important elements in food preservation. The various methods of food preservation are explained and illustrated. Collaborator: Rita Whitesel, assistant professor of home economics, Univ. of Illinois.

Your Family Budget (10 min) B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- How to plan a family budget is outlined. The importance of a budget to family well-being and general happiness is explained. How the budget operates is illustrated in detail. Collaborator: Mary E. Weathersby, head of Homemaking Education Dept., Mississippi State College and technical advisor, Elvin S. Eyster, chairman Dept. of Business Education, Indiana Univ.

Films About Science & Nature

VISUALIZING THE BIOLOGICAL AND PHYSICAL SCIENCES

PHYSICAL SCIENCES

Arithmetic & Mathematics

Addition Is Easy (10 min) Sound. Color or B&W. Rental or Purchase: Coronet.

- While considering whether or not young Billy has enough money to buy a set of paints and a baseball bat, too, the film establishes the basic concepts and methods of addition and helps provide a solid foundation for future study of mathematics in the higher grades. Collaborator: F. L. Wren, professor of mathematics, George Peabody College for Teachers.

Algebra In Everyday Life (10 min) Sound. Color or B&W. Rental or Purchase: Coronet.

- With emphasis on the three basic algebraic steps: observation, translation, and manipulation and computation, shows how Algebra applies to daily life situations as well as

to specialized fields. Students see Grace and Bill use this "language of numbers" to solve a problem connected with the preparation of their high-school yearbook. Collaborator: R. O. Cornett, vice-president, Oklahoma Baptist Univ.

Decimal Fractions (10 min) Sound. Color. Rental or Purchase: Johnson Hunt.

- Animated figures are used to explain the use of decimals for fractions. Explanation of one place decimals is first illustrated, then two place and finally the use of the zero for two place decimals when the numerator of the fraction is less than ten.

Division Is Easy (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- A film to stress the importance of division, show how division works and explain what to learn in order to master the division

MOTION PICTURES

process. Collaborator: F. Lynwood Wren, professor of mathematics, Peabody College for Teachers.

Division of Fractions (11 min) Sound. B&W. Rental: \$2. Purchase: \$40. Knowledge Builders.

- Uses dollars and cents to illustrate that when you divide by $\frac{1}{2}$ the result is greater than dividend. Rule to invert the division and multiply illustrated in detail. Recommended for 6th to 9th grades.

Geometry and You (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- Outlines the basic procedures in geometry.

How to Use Decimals (11 min) Sound. B&W. Rental: \$2. Purchase: \$40. Knowledge Builders.

- The explanation of decimals begins with an illustration of using cents rather than dollars. Builds meaning and desirability of using two place decimals by tying decimal idea to cents idea. Recommended for 6th to 9th grades.

How to Use Percentage (11 min) Sound. B&W. Rental: \$2. Purchase: \$40. Knowledge Builders.

- Uses everyday examples of percentage use as team standings and sales taxes for illustration. Ties percentage idea to dollar-cents relationship. Recommend for 6th to 9th grades.

Multiplication Is Easy (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- This film demonstrates the procedures of multiplication, shows why this process is important to know, and shows the main steps in learning how to multiply. Collaborator: F. Lynwood Wren, professor of mathematics, Peabody College for Teachers.

Multiplying Fractions (11 min) Sound. B&W. Rental: \$2. Purchase: \$40. Knowledge Builders.

- One of the series of classroom films on simplified arithmetic. This film is recommended for grades 5 to 9.

Simple Fractions (11 min) Sound. B&W. Rental: \$2. Purchase: \$40. Knowledge Builders.

- Animation gives meaning to terms numerator and denominator and explains simple addition of fractions. Recommended for 5th to 8th grades.

Subtraction Is Easy (10 min) Sound. Color or B&W. Rental or Purchase: Coronet.

- In this companion film to **Addition Is Easy** (see above) Billy faces another problem—this time whether he will have enough money to buy a baseball after he has purchased his bat and box of paints. Establishes basic concepts of subtraction including borrowing and place value. Both films teach the relative value of the coins in our monetary system. Collaborator: F. L. Wren, professor of mathematics, George Peabody College for Teachers.

MECHANICAL DRAWING

Mechanical Drawing Series (8 sound motion pictures and 7 silent filmstrips) All B&W. Purchase: \$350. McGraw-Hill Text Film Dept.

- Special animation and photography de-

MOTION PICTURES

MECHANICAL DRAWING: (cont'd)

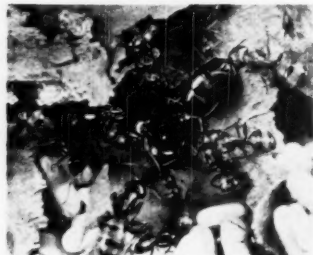
velop basic theories of Mechanical Drawing before students' eyes. Filmstrips used for review and restatement of theory. Correlated with French and Svensen's "Mechanical Drawing". Titles are as follows:

The Language of Drawing: Shape Description, Part I: Shape Description, Part II: Sections: Shop Procedures: Auxiliary Views, Part I: Auxiliary Views, Part II: Size Description.

Principles of Scale Drawing (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- Three high school students are building a booth for the fair. By illustration they instruct us in the use of scale drawings, how they are interpreted, the use of measuring and scaling tools, understanding terms, and the great importance of scale drawing in industry. Collaborator: Harold P. Fawcett, professor of mathematics, Ohio State Univ.

NATURE STUDY



Scene from EB Films "Ants"

Ants (11 min) Sound. B&W. Rental: \$2.50 for 3 days. Purchase: \$50. EBFilms.

- Closeups of the carpenter ant show him building the nest and laying the eggs. Also pictured are three other ant types: the mound builders, black ants, and household ants. A dramatic battle between the mound builder and wood ants has been photographed in detail.

Audubon Nature Camp of California (15 min) Silent. Color. Rental: \$50. Audubon Society.

- Students of the Audubon Nature Camp are shown studying plant and animal life in the Sugar Bowl area of California.

Audubon Nature Camp of Connecticut (15 min) Silent. Color. Rental: Audubon Society.

- Pictures students in the Greenwich area of Connecticut studying the plants and animals of the area in their natural habitats.

Audubon Nature Camp of Maine (15 min) Silent. Color. Rental: \$50. Audubon Society.

- Scenes of students of the Audubon Nature Camp in Maine are pictured observing a variety of plants and animals in their native habitat.

Audubon Nature Camp of Texas (15 min) Silent. Color. Rental: \$50. Audubon Society.

- Students of nature in Texas are observed studying the forms of plant and animal life.

Films for Bird Study

Bird Migration (12 min) Sound. Color. Rental: \$3.50. Audubon Society.

- Scenes of migratory birds in flight have been skillfully photographed in color. The routes taken by different birds is explained in detail as well as the seasonal and other habits of migratory and non-migratory birds.

Bird Series (10 min each) Sound. Color. Purchase: \$75 each. Heidenkamp.

- Recorded bird songs with illustrations of birds and their habits. Titles as follows: **The Robin: The Bluebird: The Woodthrush.**

Marsh Marauders (10 min) Sound. B&W or Color. Purchase: B&W \$22.50 or Color \$85. Hawley-Lord.

- Concerned with waterfowl and their protection. Several organizations are interested in providing safe breeding places for these birds. The main dangers to their existence, such as preying animals and other birds and pollution of water, are illustrated in this film.

The Cicada (20 min) B&W. Sound. Loan: USDA. Purchase: Castle, \$26.41.

- Tells the life of the 17 year locust beginning with photographs of the nymph emerging in the spring to the laying of eggs and the 17 year larval stage underground.

Mosquito—Public Enemy (14 min) Sound. B&W. Loan: USDA. Purchase: \$19.96. Castle.

- Tells the life story of the species of mosquito that is carrier of yellow fever and malaria and illustrates breeding places and methods of control.

Zoology Series—The Crayfish. Sound. B&W. Purchase: United World, \$45.

- The final film in a series of eleven on zoology which is part of the United World classroom films on science series. Male and female reproduction, feeding and digestion, arterial and nerve systems, and an examination of the crayfish's outer skeleton are illustrated and explained.

Life of the Harvester Ant—Part I (11 min) Sound. B&W or Color. Purchase: Tompkins.

- A study of the "red ant" which is common in the west and southwest. Microphotography is used throughout the film to illustrate the ant's structure and habits. A battle scene between two colonies of the ants is pictured.

Seasonal Changes in Trees (10 min) B&W or Color. Sound. Purchase: B&W \$45, Color \$90. Coronet.

- The changes in trees through the various seasons is illustrated in detail. Collaborator: N. E. Bingham, associate professor of the Teaching of Science, School of Education, Northwestern Univ.

Wonders in Your Own Back Yard (10 min) Sound. B&W or Color. Purchase: B&W \$40, Color \$80. Churchill-Wesler.

- The film follows a boy and girl on a nature study trip through their own back yard. Among the many animals pictured are the house spider, millipedes, sow bugs, pill bugs, angleworms and others.

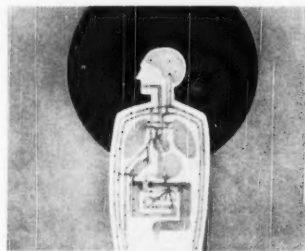
Sources of These Films

- A complete list of sources of these films begins on Page 39 of this issue.

SCIENCE FILMS

ABC of Internal Combustion (13 min) Sound. Color. Loan: General Motors.

- Using animated sequences the film describes how air and gas mix and explode. Illustrations of cylinder, piston, connecting rod, drive shaft and other parts of engine.



Scene in "Alcohol and the Human Body"

Alcohol and the Human Body (14 min) B&W. Sound. Rental: EBFilms. Purchase: \$70. EBFilms.

- Shows the body's chemical reaction to alcohol, tracing the alcohol through the human system. Points out the effects of alcohol on the body and shows some scenes concerning the problem drinker and his treatment in the hospital.

Atomic Fury (3 min) Silent. Color. Purchase: 16mm \$14.75, 8mm \$7.50. World in Color.

- The Bikini Atom tests photographed by units of the Army-Navy Joint Task Force One; shows scenes of the explosion from the air, underwater and land scenes made with specially constructed cameras taken at a range that would have destroyed human life.

Carbon & Its Compounds (10 min) Sound. Color & B&W. Rental or Purchase, Coronet.

- Beginning with familiar objects—a pencil, a diamond, a piece of charcoal—explains simple carbon compounds before introducing hydrocarbons and the more complex chain and ring compounds. Also covers carbon's important domestic, industrial, and commercial uses. Collaborator: T. Moeller, associate professor of chemistry, Univ. of Illinois.

Cell Division—The Basis of Growth in All Living Things (11 min) Sound. B&W. Purchase: \$60. Phase Films.

- The living cell is shown in its development through a 21 hour division cycle. A detailed explanation follows the complete process. A teacher's guide is available with the film or can be purchased separately for \$60 or \$5 per dozen.

The Cell: Structural Unit of Life (10 min) Sound. Color or B&W. Rental or Purchase, Coronet.

- Teaches the basic relationship between living human bodies and all other living organisms in the world by a study of the cell, the unit common to all. Microphotographic sequences enable the student to see the actual protoplasm in a living leaf cell; to see amoeba growing and dividing; and to become familiar with the functional differences in cell structure. Collaborators: W. A.

Thurber, professor of science, and W. B. Clemens, assistant professor of science, State Teachers College, Cortland, N. Y.

Chemistry Series (9 filmstrips) Silent. B&W. Purchase: \$45 for series, \$5.50 each. McGraw-Hill Text-Film Dept.

- Vivid means of breaking down the different concepts of modern chemistry included in the average high school curriculum. Supplements material of the text book and relates factual knowledge to student's everyday experience. Correlated with "Chemistry for Our Times" by Weaver and Foster. Titles are: **The Kinetic Molecular Theory; The Atomic Theory; The Chemical Formula; Equations; The Structure of the Atom; Ionization; Acid and Basic Solutions; Electrolysis; The Periodic Table.**

Elementary Physical Science Series (5 films; 10 min. each) Sound. B&W. Purchase: Films Inc.

- Each subject in the series presents science facts or principles by means of simple plot situations designed to interest as well as instruct young students.

1. **What Is Soil?** By demonstration and experiment develops an understanding of soil and soil formation.

2. **We Make a Fire.** Children on a picnic learn the principles of combustion while building a small campfire. They also learn how to control flames, and to avoid danger by observing proper safety precautions.

3. **Water in the Air.** Two young boys caught in a sudden thunder shower, learn about the mechanics of the water cycle from their own first-hand experience.

4. **The Thermometer Talks.** An engaging puppet explains facts about thermometers, what they are, and how they work.

5. **Nothing But Air.** Shows how Billy's living and play activities are affected by the properties of the invisible but very real air about him.

Elementary Science Series (each one reel long) B&W. Sound. Purchase: Young America.

- These three new titles in the Elementary Science series have been prepared under the supervision of Dr. Gerald S. Craig of New York Teachers College. The titles are:

Electromagnets In simple terms explains the theory of electromagnets and how they work.

What Is Sound? Explains what causes sound, why sounds differ and how sounds travel. Uses animation.

The Force of Gravity. Describes gravity in terms of everyday events in the child's life.

Force and Motion (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- The abstract principles of Newton's laws of motion are presented with clear and interesting illustrations for general science or physics classes. Collaborator: Ira M. Freeman, associate professor of physics, Rutgers Univ.

How We Get Our Power (10 min) B&W. Sound. Purchase: \$40. Young America.

- Explains how our power comes from nature, from the wind, water, fuels, explosives and the atom. Teachers Guide included.

Industrial Measurement (8 min) 16mm or 35mm. Sound. Loan: Bell Telephone.

- A demonstration of the ultra precise devices used for measurement in the manufacture of Western Electric equipment. A contrast is made between the modern science of measurement called metrology, and early methods when telephone equipment was tested by ear.

Introduction to Physics (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- This film has a dual purpose. First it may be used for the student who is planning his course of study and wishes more information about physics. The film may also be used for the beginning student in a physics course, offering him a broad outline of the material to be covered in the course.

Light & Shadow (10 min) Sound. B&W. Purchase: Young America.

- A science production for lower elementary grades, discussing the transmission and reflection of light rays. Includes clear definitions of such terms as transparent, translucent, opaque, and luminous.

Love in Bloom Contact: Artkino Pictures.

- The life of the great Russian scientist Ivan Michurin. Scenes show his long experiments in the creation of new plant species. An outline of the theory that characteristics created by hybridization and environmental operation and control can be fixed and made heritable. This film was made in Russia and has been only recently released in the U.S.

Machines Do Work (11 min) Sound. B&W. Purchase: \$40. Young America.

- Introduces the concept of simple machines, beginning with explanation of the lever, the inclined plane, the pulley, and the wheel and axle.

Making Electricity (11 min) Sound. B&W. Rental: \$2.50 for 3 days. Purchase: \$50. EBFilms.

- A demonstration of how electricity is made by moving a coil of wire through a magnetic field. Pictures the construction of a small hand-powered generator and illustrates how the same principles operate in large hydro-electric plants.

Measurement of Electricity (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- A boy concerned with the overloading of a household circuit reads a book on electricity. He falls asleep and four great men of electricity: Volta, Ampere, Ohm and Watt step from the pages of the book and explain the units of electrical measurement that have been named after them. Collaborator: Ira C. Davis, professor in the teaching of science, Univ. of Wisconsin.

Mechanics of Liquids (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- This film serves as an introduction to the field of hydraulics. The material is presented in semi-story form. Collaborator: Ira M. Freeman, associate professor of physics, Rutgers Univ.

The Microscope and Its Use (10 min) Sound. B&W. Purchase: \$40. Young America.

- Explains step by step how to use the



"The Microscope and Its Use"

microscope properly. Special emphasis is placed on proper care of the instrument.

The Nature of Energy (10 min) B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- The scientific concept of energy is explained with illustrations in the fields of atomic energy, electricity, sound, light and heat. Collaborator: Paul Kamby, professor of education, Univ. of Oregon.

Nine Basic Functional Systems of the Human Body (11 min) B&W Rental or Purchase: Bray.

- The functions of the body are broken down into nine basic systems. Each of these is illustrated and the film explains how they unite in the coordinated functioning of the body.

The Principle of the Generator (10 min) Sound. B&W. Purchase: \$40. Young America.

- Uses animated figures to illustrate basic concepts of electro-magnetic induction and explains how the generator supplies current.

Science At Your Service (36 min) Sound. B&W. Rental: \$4.50. Purchase: \$87.50. Nat. Film Board of Canada.

- An outline of Canadian research activities and facilities in the mineral and metallurgical fields. The laboratories of the Bureau of Mines at Ottawa are shown making experiments and tests for industry. The development of brucite magnesite is told in detail.



Scene in "Solids, Liquids and Gases"

Solids, Liquids and Gases (11 min) B&W. Sound. Purchase: \$40. Young America.

- One of the elementary school science series, introducing the concept that all matter exists in three forms, and demonstrating that a substance can be changed from one form to another depending upon the presence or absence of heat.

Steam Engine (11 min) Sound. B&W. Purchase: \$40. Young America.

- Animated sequences explain the basic principles by which the steam locomotive operates. The history of the development of the steam engine is presented.

MOTION PICTURES

Steam Turbine (8 min) B&W. Sound. Purchase: \$40. Young America.

- Explains the principles of the operation of the steam turbine and its application in today's world. Also traces history of its development.

Synthetic Fibers—Nylon and Rayon (14 min) Sound. B&W. Rental: \$4 for 3 days. Purchase: \$70. EBFilms.

- The role of modern science and technology in making possible the development of new synthetic fibers is illustrated. A comparison is made between the scientific and similar processes in nature. The different stages of processing to obtain the final product are described.

Things Expand When Heated (11 min) B&W. Sound. Purchase: \$40. Young America.

- The movement of molecules before and after heat is applied is illustrated with animated sequences. Uses concrete examples from every day life for illustrations. Teacher's Guide included.

Transfer of Heat (10 min) Sound. B&W. Purchase: Young America.

- Establishes the concepts of conduction, convection, and radiation, illustrating them with practical examples well within the experiences of intermediate and junior high school students.

Transmission of Rotary Motion (10 min) Sound. B&W. Purchase: Young America.

- A science film for high school students explaining how power is transmitted from one point to another by means of shafts, gears, belts and chains. Introduces the concept and meaning of gear ratio.

Water Works for Us (11 min) B&W. Sound. Purchase: \$40. Young America.

- One of the Young America Films Elementary School Science Series, planned and



A scene in the Coronet film "Winds and Their Causes"

produced under the guidance of Dr. Gerald S. Craig of Teacher's College of New York. This film points out the various ways in which water works for us in our everyday life, and explains what water pressure is.

What Is Sound? (11 min) Sound. B&W. Purchase: \$40. Young America.

- An introduction to the theory of sound, showing nature, source and transmission of sound waves. Collaborators: Dr. Helen Warren, Newark, N. J. Schools, and Dr. Gerald S. Craig, Teachers College.

Winds & Their Causes (10 min) Sound. Color or B&W. Rental or Purchase: Coronet.

- Gives high-school students an introduction to the study of winds and their causes by means of a story about teen-ager Pete who is determined to find out why his model airplane crashed. With Pete, the students discover the facts behind thermals, cumulus clouds, and thunderstorms, and then find explanations for the great winds of the earth—the Easterlies and Westerlies, and on and off shore breezes. Collaborator: W. A. Thurber, professor of science, State Teachers College, Cortland, N. Y.

Steady Now (10 min) B&W or Color. Sound. Purchase: B&W \$22.50 or Color \$85. Hawley-Lord.

- Shows the training of pointers and setters for hunting. The dogs are taught to point, stand steady under gunshot and to retrieve at command.

These Sporting Scots (10 min) Sound. Color or B&W. Purchase: Hawley-Lord Inc.

- Presents sequences of outdoor life in Scotland, unfamiliar to many people and difficult to film because of unfavorable weather conditions. Includes stag stalking, sheepdog trials and training, fishing and golf, with emphasis on competition in annual games. Colorful tartans and background score of lively Scottish music add interest.

If You Prefer Chess—

Chess Fundamentals (15 min) Sound. B&W. Rental or Purchase: Young America.

- Designed primarily for use in extra-curricular activity clubs sponsored by schools and local community recreation centers, this unusual production provides an introduction to the ancient game of chess. Explains the name and function of each chess piece, introduces the principles of the game, and stresses the enjoyments to be derived from it.

U. S. Government Films

- The 1949 Catalog of Government Films, available from Castle Films (see P. 39 opposite) lists nearly 2,000 audio and visual aids of thirteen different Government agencies.

Included in the catalog of this contractual distributor for the U.S. agencies listed are films of the office of Education, Departments of Agriculture, Air Force, Army, Navy, State, the Coast Guard, Public Health Service, Civil Aeronautics Administration, and Fish and Wildlife Service. Subjects covered include agriculture, aviation, electricity, engineering, forestry, health, home economics, Latin America, medicine, nursing, radio, safety, science, supervision, woodworking, and history of World War II.

Other Government agencies such as the Indian Service (Dept. of the Interior); Institute of Inter-American Affairs; Bureau of Mines; Pan American Union; Tennessee Valley Authority; Veterans' Administration; etc. have films available only from headquarters of these organizations.

A useful bulletin listing regional offices, depositaries and other distributors of these Government films may be obtained from **Visual Aids to Education, U.S. Office of Education, Washington 25, D.C.** Agriculture films, for example, are available widely for loan through extension services in the various states. University extension libraries and commercial dealers also stock these films for low-cost loan.

SPORTS and PHYSICAL EDUCATION

Archery for Girls (10 min) Sound. B&W or Color. Purchase: B&W \$45, Color \$90. Coronet.

- Experts illustrate proper stance, nocking the arrow, the draw, the aim and the loose. The film stresses relaxation and practice as the secrets of archery skill. Collaborator: Jess Puckett, associate professor of Health and Physical Education, Central Washington College of Education.

An Introduction to the Art of Figure Skating (11 minutes) Sound. B&W. Rental: \$1.50. Purchase: \$25. Nat. Film Board of Canada.

- Barbara Ann Scott the olympic champion, demonstrates the fundamentals of figure skating. She stresses the importance of balance and correct position of the body and limbs. Film ends with scenes of Barbara Ann demonstrating the skill that made her skating champion of the world.

Basic Kicking Techniques (2 reels) Sound. B&W. Purchase: \$80. Audio Film Center.

- Ken Strong illustrates the basic techniques of kicking a football.

Skating Fantasies (10 min) Sound. Color. Purchase: \$85. Hawley-Lord.

- Barbara Ann Scott, the Canadian Olympic skater champion, is featured in three skating dances: Tropical Rhythm, Alice in Wonderland, and Ave Maria.

Soccer: the Universal Game (10 min) Sound. B&W. Purchase: Hollywood-Pan-American.

- Introduces Americans of all ages to soccer, the world's most popular field game, giving a brief account of its history and methods of play. Animation and slow motion sequences illustrate fundamentals, while action shots picture the foot and head skill acquired by experienced players.

Spinning for Steelheads (10 min) Sound. B&W or Color. Purchase: B&W \$22.50 or Color \$85. Hawley-Lord.

- A new type of fishing reel used to catch steelhead trout is illustrated. This new method of fishing is based on a spinning reel.

SOURCES OF MATERIALS LISTED IN THIS REVIEW

A

- A. F. Films Inc.**, Room 1001, 1600 Broadway, New York 19, N.Y.
Abelard Educational Films, Inc., 1440 Broadway, New York 18, N.Y.
Academy Films, 844 Seward St., Hollywood 38, Calif.
Admiral Pictures Inc., 6047 Hollywood Blvd., Hollywood 28, Calif.
Africa Films, Bureau of Communication Research, Inc., 13 East 37th St., New York 16, N.Y.
American Automobile Association, Traffic Engineering and Safety Dept., Washington 6, D.C.
Anti-Defamation League, 212 Fifth Ave., New York 10, N.Y.
Artino Pictures, Inc., 723 Seventh Avenue, New York 19, N.Y.
Associated Film Artists, 30 N. Raymond Ave., Pasadena 1, Calif.
Association Films (YMCA Motion Picture Bureau) 347 Madison Ave., New York 17, N.Y.; 19 S. LaSalle St., Chicago 3, Ill.; 1700 Patterson Ave., Dallas 1, Texas; 351 Turk St., San Francisco 2, Calif.
Audio Film Center, 45 West 45th St., New York 19, N.Y.
Audubon Society, National Headquarters, 1000 Fifth Ave., New York 28, N.Y.
Australian News & Information Bureau, 636 Fifth Ave., New York 20, N.Y.

B

- Bailey Films Inc.**, 2044 N. Berendo St., Hollywood 27, Calif.
Arthur Barr Productions, 1265 Breese Ave., Pasadena 7, Calif.
Bell Telephone: contact local Bell Telephone company.
BIS: (see British Information Services)
Brandon Films Inc., 1700 Broadway, New York 19, N.Y.
Bray Studios, 729 Seventh Ave., New York 19, N.Y.
British Information Services, 30 Rockefeller Plaza, New York 20, N.Y.; 39 S. LaSalle St. Chicago 3, Ill.; 907 15th St., N.W., Washington 5, D.C.; 310 Sansome St., San Francisco 4, Calif.
Byron, Inc., 1226 Wisconsin Ave., N.W., Washington D.C.

C

- Caravel Films**, 730 Fifth Ave., New York 19, N.Y.
CARE Film Unit, 50 Broad St., New York 4, N.Y.
Cathedral Films, 1970 N. Cahuenga Blvd., Hollywood 28, Calif.
Carl F. Mahnke Productions (see Mahnke, Carl F.)
Castle Films, 1445 Park Ave., New York 29, 542 So. Dearborn St., Chicago 5, Illinois, Russ Bldg., San Francisco, Calif.
(Note): Castle Films is the contractual agency for sale of U. S. Govt. produced motion pictures. For rental or loan of these productions, apply to your local state college or university film library, or to the U. S. Department of Agriculture, Office of Motion Picture Services, Washington 25, D.C.)

- Churchill-Wexler Film Productions**, 137 North La Brea Ave., Los Angeles 38, Calif.
Coast Visual Education Co., 6058 Sunset Blvd., Hollywood 28, Calif. (now issue all films formerly handled by Harry Grubb)
Columbia University, Public Information Office, New York City.
Contemporary Films Inc., 80 Fifth Ave., New York 11, N.Y.
Cooperative League, 343 South Dearborn St., Chicago 4, Illinois.
Coronet: Coronet Instructional Films, Coronet Bldg., Chicago 1, Ill.
Curriculum Films, 14-17 Crescent Blvd., Long Island City 1, New York.

D

- Depicto Films**, 245 W. 55 St., New York, N.Y.
Eastin Pictures Co., P. O. Box 598, Davenport, Iowa; Colorado Savings Bank Bldg., Colorado Springs, Colo.; Temple Court Bldg., Chattanooga, Tenn.
EB Films: see Encyclopaedia Britannica Films, address below.
EFLA: Educational Film Library Association, Inc. Suite 1000, 1600 Broadway, New York City 19.
Encyclopaedia Britannica Films, 1150 Wilmette Ave., Wilmette, Ill.
Eye Gate House, Inc., 330 West 42nd St., New York 18, N.Y.

F

- Family Films, Inc.**, 6047 Hollywood Blvd., Hollywood 28, Calif.
Films Inc., 330 W. 42nd St., New York 18, N.Y. Sales offices in Chicago, Portland and other principal cities.
Filmfax Productions, 995A First Ave., New York 22, N.Y.
Films of the Nations, 55 W. 45th St., New York 19, N.Y.
Flory Films, Inc., 303 E. 71st St., New York 21, N.Y.
Franco-American A-V Ds: Franco-American Audio Visual Distribution Center, 934 Fifth Ave., New York 21, N.Y.
Frith Films, P. O. Box 565, Hollywood 28, Calif.

G

- Gateway Productions, Inc.**, 40 Fremont St., San Francisco 5, Calif.
General Motors Corp., Dept. of Public Relations, Film Section, Detroit 2, Michigan.

H

- Handy, Jam. Organization**, 2821 E. Grand Blvd., Detroit 11, Mich. Regional offices in New York City, Washington D.C., Pittsburgh, Dayton, Chicago, and Los Angeles.
Hawley-Lord, 61 W. 56th St., New York 19, N.Y.
Heidenkamp: Heidenkamp Nature Pictures, 538 Glen Arden Dr., Pittsburgh 8, Penn.
Historical Kodachromes, Box 711, DeJavan, Wisconsin.
Hoefler, Paul, Productions, 612½ S. Ridgely Dr., Los Angeles 36, Calif.
Hollywood-Pan-American Films, 5356 La Mirada Ave., Hollywood 27, Calif.

I

- International Film Bureau**, 6 North Michigan Ave., Chicago 2, Illinois.
International Film Foundation, Inc., 1600 Broadway, New York 19, N.Y.

J

- Jam Handy** (see Handy, Jam)
Johnson-Hunt Productions, 1133 N. Highland Ave., Hollywood 38, Calif.

K

- H. A. Klein**, 1213 N. La Brea, Hollywood 38, Calif.
Knowledge Builders, 625 Madison Ave., New York 19, N.Y.

L

- Library Films Inc.**, 25 W. 45th St., New York 19, N.Y.
LIFE Filmstrips, Time and Life Bldg., 9 Rockefeller Plaza, New York.
Livingston, D. D., 39 E. 35th St., N.Y. city.

M

- Mahnke Productions**, Carl F., Vocational Guidance Films, Inc., 215 East Third St., Des Moines, Iowa.
March of Time, Forum Edition, 369 Lexington Ave., New York 17, N.Y.
McGraw-Hill Book Co., Text-Film Dept., 330 W. 42nd St., New York 18, N.Y.
Motion Picture Association of America, 1600 Eye Street, N.W., Washington 6, D.C.

N

- National Education Association**, Travel Division, 1201 16th St. N.W., Washington 6, D.C.
National Film Board of Canada, 400 W. Madison St., Chicago, Ill.; 620 Fifth Ave., New York 20, N.Y.
National Highway Users Conference, 938 National Press Building, Washington 4, D.C.
National Park Films, a Division of World in Color Productions, Elmira, New York.
Nestor Productions Inc., 7904 Santa Monica Blvd., Los Angeles 46, Calif.
New York Tuberculosis and Health Association, Social Hygiene Committee, 386 Fourth Ave., New York 16, N.Y.

O

- Official Films, Inc.**, 25 West 45th St., New York 19, N.Y.

P

- Pennsylvania State College**, Audio Visual Aids Library, State College, Penn.
Phase Films, Arthur T. Brice, P.O. Box 423, Ross, Marin County, California.
Popular Science: Popular Science Publishing Co., Inc., 353 Fourth Ave., New York 10, N.Y.
Portafilms, 418 N. Glendale Ave., Glendale 6, Calif.
Post: Post Pictures Corporation, 115 W. 45th St., New York 19, N.Y.
Princeton Film Center, Princeton, New Jersey.
Princeton University, Princeton, New Jersey, or local Princeton alumni offices.

R

- Religious Film Association**, 45 Astor Place, New York 3, N.Y.
Remington Arms Company, Inc., Peters Cartridge Division, Bridgeport 2, Conn. or local Remington Arms representative.
RKO: RKO Radio Pictures, Inc. 16mm Educational Division, 1270 Ave. of the Americas, New York City.

S

- Sherman Plan Inc.**, 420-421 Victor Bldg., Washington 1, D.C.

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MISSISSIPPI RIVER (Lower River)	4 — 12
CIRCUS ANIMALS	1 — 4
CIRCUS PEOPLE	1 — 4
CIRCUS SHOW	1 — 4
WATER SUPPLY	6 — 12
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TEACHING FILM SOURCES

- S**
- Simmel-Meservy**, 321 S. Beverly Drive, Beverly Hills, Calif.
- Sterling Films**, 1186 Broadway, New York 1, N. Y.
- SVE**: Society for Visual Education Inc., 100 E. Ohio St., Chicago 11, Ill.
- T**
- Teaching Film Custodians**, 25 W. 43rd St., New York 18, N. Y.
- Trindl-King**, 123 So. Bowling Green Way, Los Angeles 24, California.
- TVA**: Tennessee Valley Authority, Film Services, Knoxville, Tennessee.
- Tompkins Films**, 1046 Edgeware Road, Los Angeles 26, Calif.
- U**
- United Nations**, Information Center, 535 Fifth Ave., New York 17, N.Y.
- United World**: United World Films, Inc., 445 Park Avenue, New York 22, N. Y.
- USDA**: U. S. Dept. of Agriculture, Office of Motion Picture Services, Washington 25, D. C.
- USDA—Castle** (see **Castle**)
- V**
- Virginia State Department of Education**, Film Production Service, Richmond, Virginia.
- Vocational Guidance Films Inc.** (see **Mahnke, Carl F.**)
- W**
- World in Color Productions**, Elmira, New York. Also see **National Park**.
- Y**
- Young America**: Young America Films Inc., 18 E. 41st St., New York 17, N. Y.

Other Library Sources

- Many of the films listed in the See & Hear Fall Review are also available at the following film libraries. They will be glad to supply you with catalogs and listings on request:
- Allied Film Service**, 348 Maryland Ave., Dayton 4, Ohio.
- American Film Registry**, 28 East Jackson Blvd., Chicago 4, Illinois.
- I.C.S.**, Institutional Cinema Service, 1560 Broadway, New York 19, N. Y.
- Ideal Pictures Corporation**
2408 W. 7th St., Los Angeles 5,
4247 Piedmont Ave., Oakland 11,
714 18th St., Denver 2,
1348 N. Miami Ave., Miami 36, Fla.,
52 Auburn Ave., N.E., Atlanta,
28 East 8th St., Chicago 5,
1214 N. Pennsylvania St., Indianapolis 2,
1108 High St., Des Moines,
423 W. Liberty St., Louisville 2,
3218 Tulane Ave., New Orleans 19,
40 Melrose St., Boston 16,
7338 Woodward Ave., Detroit 1,
301 W. Lake St., Minneapolis 8,
1402 Locust St., Kansas City 6, Mo.,
207 East 37th St., N. Y. 16,
127 W. 5th St., Cincinnati,
312 N.W. Second St., Oklahoma City 3,
915 S.W. 10th Ave., Portland 5,
18 S. Third St., Memphis 3,
4000 Ross Ave., Dallas 1,
10 Post Office Place, Salt Lake City 1,
219 East Main St., Richmond 19, Va.,
1370 S. Beretania St., Honolulu, T. H.
- (Continued on the next page)

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Religious and Holiday Films

• Religious films, many dealing with social studies problems, holidays, etc., can be obtained from the following sources:

Association Films, see page 39.

Brandon Films, see page 39.

Cathedral Films, 1970 N. Cahuenga Blvd., Hollywood 28, California.

Catholic Visual Education, Inc., 149 Bleecker St., New York 12, N. Y.

Congregational Christian Churches, Dept. of Visual Aids, 287 Fourth Ave., New York 10, N. Y.

EBFilms, see page 39.

Family Films, see source list.

Foundation Films Corp., Citizens Bank Bldg., Pasadena 1, California.

Ideal Pictures Corp., see page 40.

International Film Bureau, see page 39.

Loyola Films, 80th and Loyola Blvd., Los Angeles 45, California.

Lutheran Church, Missouri Synod, Audio Visual Education Service, 3558 S. Jefferson, St. Louis 18, Mo.

The Protestant Film Commission, 45 Astor Place, New York 3, N. Y.

Religious Film Association, see above.

SVE, Society for Visual Education, see source list.

United World Films, see source list.

Zionist Organization of America, Education Dept., 41 E. 42nd St., New York 17, N. Y.

The News at Presstime

★ These items made news as final forms of this enlarged (and widely distributed) **ANNUAL FALL REVIEW** were ready to roll:

♦ A new and very complete catalog of the films distributed by the **INTERNATIONAL FILM BUREAU**, Chicago, has been received. Congratulations are due Wesley Green and staff for a long-awaited and most useful film library reference.

♦ **FILMSTRIP DISTRIBUTORS**, under the direction of J. R. Amacker, has published a most complete new publication series entirely devoted to an "Evaluation of Filmstrips" plus a summary index and an alphabetical guide.

The mimeographed publication is a sizeable article which lists, describes and evaluates filmstrips in major subject matter areas such as art, athletics, health and safety, language arts, mathematics, science, etc. and in the vocational arts. John Hamburg is the editor.

It sells for about 98¢ but the sale price is credited against purchase from the company of any filmstrips listed. Write directly to 2550 University Ave., Madison 5, Wisconsin, for your copy.

♦ We've just heard of the new color and sound puppet film series to be released shortly by **CORONET**. Titles include *King Midas*; *The*



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♦ In the product field **Ampro's** new lightweight "Stylist" 16mm sound projector is making sales history; prices of other makers are going down-as witness the recent **BELL & HOWELL** price reduction.

♦ A free portfolio of audio-visual information is now available from the **Victor Animatograph Corp.**, di-

vision of **Curtiss-Wright Corp.**, Davenport, Iowa. Three Victor booklets, "Blue Print for an Audio-Visual Program", "Choosing and Using Educational Recordings and Transcriptions" and "Where to Get Films and Film Information," are included along with a sketch of a classroom prepared for audio-visual aids, advice on procedure for training projectionists, instructions for getting best results in showing a film and specifications of a projector stand. The portfolio is titled "Your Treasure Chest of Audio-Visual Information." •

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Brenner Photo Co., 933 Penn Ave. N.W., Washington 4, Free Catlog.
Jam Handy Organization, Inc., Transportation Bldg., Washington 6.

• MASSACHUSETTS •

Stanley-Winthrops, Inc., 90 Washington St., Quincy 69 and 20 Shawmut St., Boston 16.

• NEW HAMPSHIRE •

A. H. Rice and Company, 78 W. Central St., Manchester.

• NEW JERSEY •

Slidecraft Co., South Orange, N. J.

• NEW YORK •

Association Films, Inc. (formerly Y.M.C.A. Motion Picture Bureau) 35 West 45th St., New York 19.
Institutional Cinema Service, Inc., 1560 Broadway, New York 19.
Jam Handy Organization, Inc., 1775 Broadway, New York, N. Y.
Mogull's, 68 West 48th St., New York 18, N.Y.
Visual Sciences, 599SH Suffern.

• PENNSYLVANIA •

Harry M. Reed, P. O. Box No. 417, Lancaster.
Jam Handy Organization, Inc., 917 Liberty Ave., Pittsburgh 22.
Karel Sound Film Library, 410 Third Ave., Pittsburgh 19.
Clem Williams Films, 311 Market Street, Pittsburgh 22.
L. C. Vath, Visual Education Supplies, Sharpsville, Route 18.

SOUTHERN STATES

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Norman Laboratories & Studio, Arlington Suburb, Jacksonville, 7.

• LOUISIANA •

Jasper Ewing & Sons, 725 Poydras St., New Orleans 12.
Stirling Movie & Photo Co., 1052 Florida St., Baton Rouge 8.

• MISSISSIPPI •

Jasper Ewing & Sons, 227 S. State St., Jackson 2.

• SOUTH CAROLINA •

Palmetto Pictures, Inc., 719 Saluda Ave. at 5 Points, Columbus 11.

• TENNESSEE •

Sam Orleans and Associates, Inc., 211 W. Cumberland Ave., Knoxville 15.
Southern Visual Films, 686-689 Shrine Bldg., Memphis.

MIDWESTERN STATES

• ILLINOIS •

American Film Registry, 28 E. Jackson, Chicago 4, Har. 2691.
Jam Handy Organization, Inc., 230 N. Michigan Ave., Chicago 1.
Association Films, Inc. (formerly Y.M.C.A. Motion Picture Bureau) 206 S. Michigan Ave., Chicago 3.

• INDIANA •

Indiana Visual Aids Co., Inc., 726 N. Illinois St., Indianapolis 6.

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Ryan Visual Aids Service, 409-11 Harrison St., Davenport.

• KANSAS-MISSOURI •

Select Motion Pictures, 1326-A Oak St., Kansas City 6, Mo.

• MICHIGAN •

Cosmopolitan Films, 3248 Gratiot Ave., Detroit 7.
Jam Handy Organization, Inc., 2821 E. Grand Blvd., Detroit 11.
Locke Films, Inc., 120 W. Lovell St., Kalamazoo 8.

• MINNESOTA •

Midwest Audio-Visual Company, 1504 Hennepin Ave., Minneapolis 3. 26 N. First Ave., East Duluth.

• NEBRASKA •

Church Film Service, 2595 Mander-son St., Omaha 11.

• OHIO •

Academy Film Service Inc., 2300 Payne Ave., Cleveland 14.
Sunray Films, Inc., 2108 Payne Ave., Cleveland 14.
Jam Handy Organization, Inc., 310 Talbott Building, Dayton 2.

WESTERN STATES

• CALIFORNIA •

Coast Visual Education Co., 6058 Sunset Blvd., Hollywood 28.
Jam Handy Organization, Inc., 7046 Hollywood Blvd., Los Angeles 28.
Carroll W. Rice Co., 424-40th St., Oakland 11.
Association Films, Inc. (formerly Y.M.C.A. Motion Picture Bureau) 351 Turk St., San Francisco 2.

• OREGON •

Moore's Motion Picture Service, 306-10014 S.W. 9th Avenue, Portland, 5.

• TEXAS •

Association Films, Inc. (formerly Y.M.C.A. Motion Picture Bureau) 3012 Maple Ave., Dallas 1.

Audio-Video, Inc., 1501 Young St., Dallas. 1702 Austin St., Houston.

George H. Mitchell Co., 712 N. Haskell, Dallas 1.

Visual Education Inc. Lamar and Twelfth, Austin.
 2010 North Field Street, Dallas.
 3905 South Main Street, Houston.

• UTAH •

Deseret Book Company, 44 E. So. Temple St., Salt Lake City 10.

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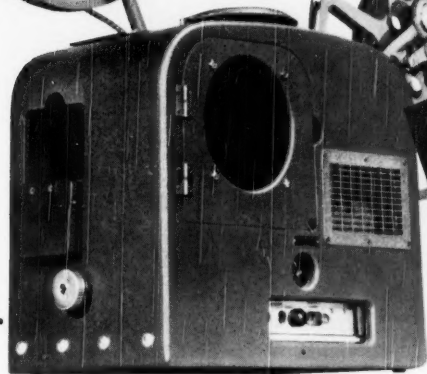
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